

SOCIAL

connection



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From the Desk of the DDA

Season is in full swing and Downtown is more SOCIAL than ever! Visitors and residents are shopping, dining and being entertained by all of the existing and new businesses that Delray has to offer. We, the DDA, would like to thank the merchants, sponsors, models, volunteers and residents for participating in a successful 2nd annual Delray's Fabulous Fashion Week – we could not have done this without you all!

Savor this time and see you Downtown!

Marjorie and Laura

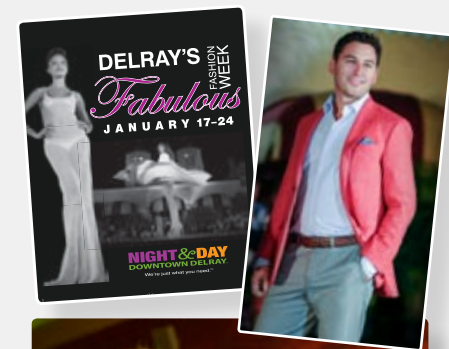
Delray's Fabulous Fashion Week

That's a wrap! The 2nd annual Delray's Fabulous Fashion Week transformed Downtown from January 17-24 with runway events, designer trunk shows, styling tips, beauty events and of course shopping. With 35 events and more than 70 models showcasing over 250 looks throughout the week, hundreds of people attended the events, and the sold out fashion show runway seats raised more than \$4,000 for the Achievement Centers for Children & Families, as well as Delray Beach Center for the Arts.

Led this year by Jule Guaglardi, owner of Roxy LuLu and created by the Delray Beach Downtown Development Authority and the local merchants, Fashion Week was a great opportunity for the more than 70 participating businesses to showcase their merchandise, designs, and create in-store events.

A big thank you to our Fabulous Fashion Week sponsors: Platinum - Lincoln of Delray; Gold - Delray Beach Magazine, Swatches and Rags, RoxyLulu, Grimes Tents & Events, INNOV8; Silver - Naked Hair Salon & More, The Colony Hotel & Cabana Club, Salt7, Delray Garden Center, Samar Hospitality, Haystacks; Bronze - Margaux Riviera, The Fairfield Inn and Suites, 4th Avenue Photography, Birthdaycomp.com, and Miami Fashion Network; Media: The Pineapple Newspaper and VUP Media.

For a recap of Fashion Week photos and videos please visit downtowndelraybeach.com/fashion-week and facebook.com/delraydda or youtube.com/delraydda.



GROW

Downtown Growth

And the excitement continues in our growing Downtown from hotels to restaurants and retail to residential, these are just a few of the changes occurring throughout the DDA district:



NEW

- 1-800-muffins.com**
Restaurant – E Atlantic Ave.
- Beluga Wine Bar & Restaurant**
Restaurant – SOFA
- Café Gelato Panini & Wine Bar**
Restaurant – E Atlantic Ave.
- Fairfield Inn & Suites**
Hotel – W Atlantic Ave
- Gary Rack's Fat Rooster**
Restaurant – E Atlantic Ave.
- Glavidia Hair Salon**
Salon – Pineapple Grove
- Il Contadino Ristorante**
Restaurant – Pineapple Grove
- Margaux Riviera**
Retail – E Atlantic Ave.

- Purelife Fitness**
Lifestyle Fitness – Pineapple Grove
 - Subculture Coffee**
Restaurant – E Atlantic Ave.
 - Renovations and Relocations**
 - Caffe Martier**
Restaurant – E Atlantic Ave.
 - Elements and Surfaces**
Retail – Pineapple Grove
 - Under Construction**
 - Atlantic Crossing**
Retail/Restaurant/Residential/Office – E Atlantic Ave.
 - SOFA One and SOFA Two**
Apartments – SOFA
 - Uptown Delray**
Apartments – SOFA
- *SOFA = South of Atlantic



Mother's Day Annual Orchid Giveaway

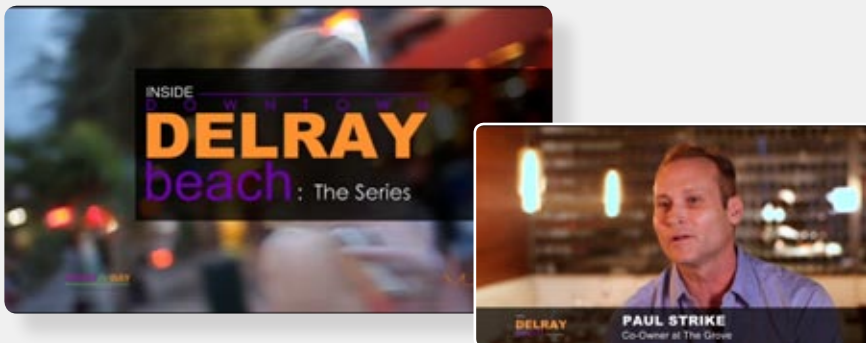


Here's to Mom! The annual Orchid Giveaway program was created by the DDA, and generously supported by the Merchant Association and merchants, to encourage shopping Downtown and to leverage the important Mother's Day retail holiday. Customers who visit the more than 300 retail shops or salons & spas and collect

\$200 or more in receipts (restaurants not included) from April 25 – May 9, can receive a Phalaenopsis orchid plant. The Orchid Station for turning in receipts will be located in front of Hands Stationers at 325 E Atlantic Ave during set hours from April 29 – May 9. This is our way to say "thank you" for shopping in Downtown Delray Beach! All Downtown Businesses are encouraged to call the DDA at 561.243.1077 to participate in this promotion. For Orchid Giveaway details visit downtowndelraybeach.com or [facebook.com/delraydda](https://www.facebook.com/delraydda).

SUSTAIN

Inside Downtown Delray Beach



The SOCIAL! campaign marketing communication efforts continue with the "Inside Downtown Delray Beach" video vignette series, being produced by the DDA to showcase Downtown Delray Beach and its Social Scene. The videos currently scheduled for 2014/2015 are: Dining/Chefs, Shopping, and Day and Night ... Social Scene (to include Art/Culture/Recreation/Wellness). The segments within each video highlight five businesses with interviews and b-roll, along with other footage throughout Downtown. The DDA is pleased to partner with VUP Media led by Andrew Fogell and his team Sandra, Mia and Nick, who will work directly with the participating businesses on production. The video vignettes will be featured on downtowndelraybeach.com and [Youtube/delraydda](https://www.youtube.com/delraydda), and will also be a part of advertising and promotions developed by the DDA throughout the year. For more information, please contact Laura Simon at the DDA office – 561.243.1077.

Mark Your Calendars

Third Thursday every month beginning
March 19, 2015 * 6pm to 9pm
Artist Alley Open Studio Nights

March 6, 2015 * 6pm to 9pm
Art Walk in Downtown Delray
Pineapple Grove District and along Atlantic Ave.

March 7-8, 2015 * 11am to 5pm
WellFest™ Delray 2015
Delray Center for the Arts
WellFestUSA.com

March 9, 2015 - 12noon to 1:30pm
DDA Board Meeting
Delray Beach City Hall – First Floor Conference Room
downtowndelraybeach.com

March 13-14, 2015
47th Annual St. Patrick's Day Festival and Parade
Grounds of the Delray Beach Center for the Arts and Atlantic Ave.
festivalmanagementgroup.com/st-patty

March 26, 2015 - 5:30pm to 9pm
7th Annual Savor The Avenue
On E Atlantic Ave.
Presented by Delray Beach Downtown Development Authority and Delray Beach Magazine
downtowndelraybeach.com/savor-and-tastemakers

March 28-29, 2015
1st Annual Bacon & Bourbon Festival
Delray Beach Center for the Arts & Old School Square Park
delraybaconandbourbonfest.com

April 3, 2015 * 6pm to 9pm
Art Walk in Downtown Delray
Pineapple Grove District and along Atlantic Ave.

April 10-12, 2015
53rd Annual Delray Affair
12 city blocks from the Intracoastal Waterway to NW 2nd Avenue, grounds of Delray Beach Center for the Arts and Old School Square Park.
Presented by the Greater Delray Beach Chamber of Commerce
delrayaffair.com

May 1, 2015 * 6pm to 9pm
Art Walk in Downtown Delray
Pineapple Grove District and along Atlantic Ave.

May 8, 2015 * 6:30pm to 10:30pm
Old School Beerfest
Delray Beach Center for the Arts/Outdoor Pavilion
DelrayArts.org

May 23-24, 2015
Downtown Delray Beach Craft Festival
Delray Tennis Center
Presented by Howard Alan Events
Artfestival.com

For a complete list of Downtown events and road closure information, visit downtowndelraybeach.com/events. Sign up to receive information about road closures at mydelraybeach.com/news.

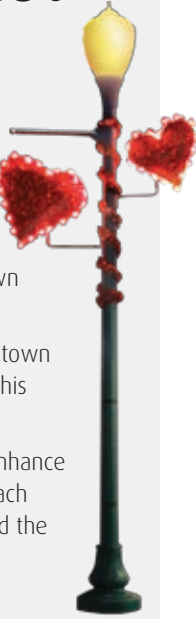
DDA Behind the Scenes

A Clean & Safe District

The DDA's Placemaking focus includes security & crime, clean & safe, traffic, parking and noise. We work continually with the City of Delray staff to ensure these aspects of a thriving Downtown are being addressed.

Here is an update on the priority for "Clean & Safe:"

- Working closely with the City on the cleanliness of downtown sidewalks, trash and lighting.
- The city is planning on rolling out recycling within the downtown as part of the new waste collection program which begins this summer.
- Discussing the enforcement of current codes and ways to enhance the cleaning process on Atlantic Avenue and one block in each direction from I-95 to the beach, in public parking areas, and the Pineapple Grove district.



SUSTAIN

Delray Beach Visitor Information Center Celebrates 10 Years of Visitor Discovery

The Delray Beach Visitor Information Center, managed by the Downtown Development Authority (DDA), and now celebrating its 10th anniversary, has been a resource for hundreds of visitors a day to our city, with more than 15,000 in 2014. Dedicated volunteers provide exceptional customer service and hospitality in this little center located on the corner of A1A and E. Atlantic Avenue in what was once known as the Delray Beach Ocean Rescue Main Office as well as the Delray Beach Police Substation. Visitors stop in and learn more about the shops, attractions, dining, and places to live here - and can even be provided with change for the parking meters! The volunteers have all invested years of service giving back to the Delray Beach community and their 3-hour shifts of time at the Visitor Information Center are an integral part of what makes for an extra special visit to Delray Beach.

"The walls are lined with brochure racks filled with Delray Beach information only! The center is where we promote, face-to-face, our town and the wonderful things there are to do and see here."

... expresses Laura Simon, Associate Director, DDA.

The DDA encourages area hotels, attractions, restaurants, entertainment venues and publications to provide their collateral materials which will assist the volunteers in providing the best information to the visitor. A menu book is available for guests to review each of the downtown restaurants as well as a large directory map on the wall to provide a full view of the area shops and available services.

"I love my job at the Visitor Information Center," said Susan Kane, a Thursday Volunteer. It gives me a chance to meet amazing people from all over the world and at the same time share with them beautiful information about our city, Delray Beach."

The Delray Beach Visitor Information Center is open 7 days a week, 9-12pm and 1-4pm. For more information, or if you are interested in becoming a Center Volunteer, please contact the Downtown Development Authority at 561.243.1077.



Doing Business in Downtown Delray Beach - What's worth knowing and Why?

Why are City rules and regulations necessary anyway? What are the rules for store signs? Where do I park? These are just a few of the questions that can be answered with "A Practical Guide for Downtown Delray Beach Businesses."

This complimentary Guide produced by the DDA is intended to provide an understanding of all of the City's regulations and rules to be followed by each business to ensure a clean, safe and vibrant Downtown. Whether you are a long-time business or property owner, or a new-comer to Downtown we encourage you to peruse the Guide to preserve the sense of community we have achieved in our Village by the Sea. Here are a few helpful hints:

Store Signs – page 3

Permits are needed for most signs, so save time and money by procuring a permit first! You will also find rules on sandwich board signs and overhead merchant signs.

Sidewalk Cleaning – page 3

Anyone who owns or occupies a property is obligated to clean the sidewalks in front of their business regularly. This includes, when necessary, steam cleaning the decorator paver bricks integral to the Downtown's distinctive streetscape!

Parking – pages 12 – 19

Find all of the information you need on bicycles, scooters, customer parking, Trolleys, The Downtowner, Employee Parking Guidelines, parking lots, valet parking, maps and more!

For your complimentary copy, please stop by the Delray Beach DDA office at 85 SE 4th Avenue, Suite 108, or call 561.243.1077.



7th Annual Savor the Avenue

Time to Make Your Reservations

It is time to make your reservations for the 7th annual Savor the Avenue on March 26th! Reservations are open for an evening of dining under the stars – and down the double yellow line of famed Atlantic Avenue – at the food and wine event of the year. Join hundreds of guests – and 19 of Downtown Delray’s finest restaurants – at Florida’s longest dining table, one that runs more than five blocks and 1,300 feet long stretching from Swinton Avenue east to Fifth Avenue (U.S.1). This is the event you don’t want to miss!

This year’s participating restaurants are: Tryst, 32 East, Cabana Nuevo Latino, Salt 7, Prime, Rack’s Fish House & Oyster Bar, The Office, Solita Delray, Max’s Harvest, City Oyster & Sushi Bar, Taverna Opa, Vic & Angelo’s, Lemongrass, Cut 432, Max’s Social House, D.I.G., Caffe Luna Rosa and 50 Ocean. Each 4-course dinner is paired with select wines that are donated by local beverage distributors to each restaurant. The menus can be viewed at bocamag.com/savor and downtowndelraybeach.com/savor-and-tastemakers. Reservations are made with the restaurants directly, seating is limited, and the event will sell out.

Savor the Avenue is sponsored by: Delray Beach Magazine, Boca Raton Magazine, Delray Beach Downtown Development Authority, Atlas Party Rental, Delray Garden Center, Grimes Events & Party Tents, Seaside Builders and Vista BMW.



EVENT DETAILS

Hosted by Steve Weagle, WPTV NewsChannel 5

Where & When

Location: Downtown Delray Beach on E Atlantic Avenue from Swinton Avenue to East Fifth Avenue (U.S. 1)

Date: Thursday, March 26, 2015

Rain Date: Friday, March 27, 2015

Time: 5:30pm – 9pm

Attire: Downtown Delray Beach evening casual

Street Closures: Begin at 2pm



Charity

The City of Delray Beach program “Campaign for Grade Level Reading” is the beneficiary of \$3.00 of each reservation. This non-profit assists in funding books and tutoring programs that will prepare children for life. Over 45% of the children in Delray Beach do not read on a grade level in 3rd Grade. We are thrilled to be able to support this program.

Reserve Your Seat

Last day to reserve your seat is March 19, 2015. Review the restaurant listings within this section. Each restaurant will be serving a specially designed four-course dinner paired with complimentary wines. The menus are available online at bocamag.com or downtowndelraybeach.com/savor-and-tastemakers or at the restaurant. Contact the restaurant of choice to make your reservation. Seating is limited. Guests must be 21 or older.

How To Check in

Arrive the evening of March 26 and make your way to the restaurant location on East Atlantic Avenue. Each restaurant’s tables will be set near their physical location. Check in with the host/hostess to receive your Savor the Avenue bracelet. Show the bracelet to receive a complimentary cocktail at your restaurant at 5:30pm.

Visit www.downtowndelraybeach.com for a Savor restaurant map.

Savor the Ave Table Décor Contest

For the third year, the Savor the Avenue restaurants will be competing for the “Best in Show” table! From elegant to eclectic, each restaurant puts its unique touch to showcase their style at each table. We encourage you to arrive early and walk the avenue to view the beautifully decorated tables.

6:15pm: Welcome Comments, Grand Toast, Table Decor Contest Winners Hosted by Steve Weagle, Storm Team 5 Chief Meteorologist, WPTV NEWS

6:30pm – 9pm: Four-course dinner to be served with donated custom adult-beverage pairings

Parking: Public parking lots and garage parking are available, as well as some valet locations.

Atlantic Avenue will be closed during the event. Side streets will remain open for vehicle access. Visit downtowndelraybeach.com/parking for more parking information.

Old School Square Parking Garage: Northeast First Street and Northeast First Avenue and **Robert Federspiel Garage:** Southeast First Avenue.





I am the DDA

Meet Glavidia Alexis

"I believe that beauty and fashion are intertwined and one part of the body cannot function without the other – it's a package deal. That is why I have my hair and cosmetologist license but then went to NYC for fashion design at the Art Institute and completed my degree in Fort Lauderdale graduating 1st in my class. In addition, I studied abroad in Italy and London and am working on my Master's Degree. I can create my vision directly through clothing, hair and makeup – this is naturally a part of who I am – always had a passion for fashion!"

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

A: I was born at Bethesda hospital and graduated from Atlantic High School – class of 2002. I opened my business, Glavidia Hair Studio, in 2011 inside the Paradise Salon & Spa. This past November, I opened my own studio at 200 NE 2nd in Pineapple Grove.

Q: Tell me about your business?

A: Glavidia Hair Studio specializes in custom hair extensions, cut and blowdry, color

and highlights, bridal hair and makeup application. I also design clothing – currently made to order and custom – such as the pieces shown during the Grand Finale Show of Fashion Week.

Q: What has been your involvement with the DDA?

A: Participating as a designer and hair studio in the 2nd Annual Delray's Fabulous Fashion Week

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

A: Absolutely. There is great exposure in my new location, and I look forward to continuing to work with the DDA to grow and market the Downtown.

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

A: Get lost! Immerse themselves in the culture, charm and hidden gems with the boutiques, and salons that Delray has to offer.



Delray Named Top 10 Happiest Seaside Town!

Vote Now to Make Delray #1

Coastal Living has named Delray Beach one of its Top 10 "America's Happiest Seaside Towns" for 2015! Now it is time to make Delray Beach **#1**. Voting is underway and continues through March 31, 2015. Visit coastalliving.com/happytowns2015 and select Delray Beach. You can vote every hour! Please encourage

your customers, friends, and family to help Delray Beach be named America's No.1 Happiest Seaside Town. The final ranked list of the Top 10 "America's Happiest Seaside Towns" will be featured in the July/August issue of Coastal Living, and also at www.coastalliving.com. And share at #HappyDelray.

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.



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PlaceMaking Economic Development Position Marketing



#DowntownDelray

