

SOCIAL

connection



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PlaceMaking



Economic Development



Position Marketing



From the Desk of the DDA

It's summer in Delray Beach! We encourage you to enjoy all of Downtown this summer from West Atlantic Ave. to the Beachside, and SOFA to Pineapple Grove. Stroll, shop, dine, and experience our SOCIAL side. A big thank you for your patience and support during the two year Beautification Project of Northbound and Southbound Federal Highway/US 1 from SE 10th to NE 8th Street. The City of Delray Beach's Downtown Master Plan initiated these improvements which include: reducing the roadways from three travel lanes to two in each direction; wider sidewalks and decorative street lights in the two blocks north and south of Atlantic Avenue; new bicycle lanes; landscaped medians; paver sidewalks; additional on-street parking; and upgraded traffic signals at three intersections. This project has provided for traffic calming, beautification and a friendlier pedestrian environment. And to add to this beautification, we encourage business and property owners to take the summer months to clean their storefronts and sidewalks.

Enjoy your summer and see you Downtown!

Marjorie and Laura



Downtown Growth

The distinctive districts of the DDA continue to evolve and grow:



New

Nicole's Boutique

Retail - Pineapple Grove

Rocco's Tacos

Restaurant - E. Atlantic Ave.

Opening in July

Subculture Coffee

Restaurant - E. Atlantic Ave.

Surfing Museum

Arts & Culture - N. Federal Hwy.

Swell Pizza

Restaurant - Pineapple Grove

Under New Ownership

The Fran Building

Retail - E. Atlantic Ave.

Owner: Charles Rosner

The George Building

Retail/Restaurant/Office - E. Atlantic Ave.

Owner: Menin Development

Tootsies Shoes and Accessories

Retail - E. Atlantic Ave.

Owner: Mark and LaRonda Denkler, Vince Canning Shoes

Relocations

Delray Art & Framing

Retail - Pineapple Grove

Renovations

The Fran Building

Retail - E. Atlantic Ave.

Under Construction

The Metropolitan

Residential/Retail/Office - SOFA

Leasing

Sofa One - August

Apartments - SOFA

Coming Soon

Bedner's Farm Fresh Market

Retail - Pineapple Grove

*SOFA = South of Atlantic



For the Love of Cities



Marjorie Ferrer, Peter Kageyama, Laura Simon

“What Makes Cities Loveable” was the topic of conversation during the Town Hall Gathering on April 30th at the Crest Theatre with guest speaker Peter Kageyama author of *“For the Love of Cities: The Love Affair Between People and Their Places”* and *“Love Where You Live: Creating Emotionally Engaging Places.”* Presented by the Delray Beach Downtown Development Authority (DDA), more than 150 residents heard an introduction by Mayor Cary Glickstein, the presentation by Mr. Kageyama, a lively Q&A, and then enjoyed a reception and book signing. “The take-away for me was that it is always “OK” to love your city

and actually say that out loud,” said Marjorie Ferrer, Executive Director, DDA. “How do we grow competitively, respectfully, and gracefully?” said Mr. Kageyama to the audience. The goal is to build a loveable city, and make it better, more interesting, and more livable and this means it needs to be functional, safe, comfortable, convivial, and fun!! Laura Simon, Associate Director of the DDA enjoyed Mr. Kageyama’s remark that it is important for a city to: Play! Surprise and delight people – they will be happy, spend more money and post positive reviews on social media. The April 30, 2015 Town Hall Gathering was supported by Sponsors: Delray Beach Downtown Development Authority, Delray Beach Community Redevelopment Agency, CNU Florida; Venue Host: Delray Beach Center for the Arts at Old School Square; Reception Partners: Café Luna Rosa and DDA; and Partners: Abacoa, Arts Garage, Delray Beach Public Library, Florida Atlantic University Center for Urban & Environmental Solutions, Palm Beach County Planning Congress and the Treasure Coast Regional Planning Council. The Town Hall Lectures continue this summer, for the complete schedule please visit mydelraybeach.com.



Inside Downtown Delray Beach



The **“Inside Downtown Delray Beach”** series is live! The **video vignettes** are featured on downtowndelraybeach.com and youtube.com/DelrayDDA including “Dining/Chefs” which premiered first and is a vibrant salute to our restaurants. “Shopping” has recently launched featuring the eclectic mix of casually chic, hip and high fashion retail boutiques, specialty gift shops, and art galleries with all price points,

for all ages with top customer service and a charming vibe. And coming soon is “Living/Working Downtown” which encompasses both residents and businesses personal thoughts on why they love being Downtown. Produced by the DDA to showcase Downtown Delray Beach and its Social Scene, the segments within each video highlight five businesses with interviews and b-roll, along with other footage throughout downtown. The DDA would like to thank its partner VUP Media who works directly with the participating businesses on production.

Mark Your Calendars



June 5, July 3, August 7 * 6pm to 9pm
First Friday Art Walk in Downtown Delray
Pineapple Grove, Artists Alley, E. Atlantic Ave.
Downtowndelraybeach.com/events



June 9, July 14, August 11 * 6pm to 8pm
Music and Art in the Park
Veterans Park Recreation Center



June 18, July 16, August 20 * 6pm to 9pm
Third Thursday Artist Alley Open Studio Nights
Artistsalleydelray.com



July 4 * 8am to 9:30pm
Delray Beach’s July 4th Celebration
A1A and Atlantic Avenue
Julyfourthdelraybeach.com

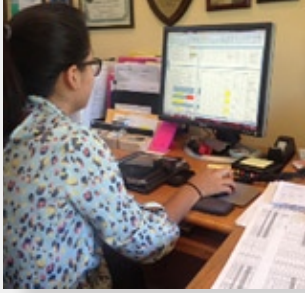


August 5 and 6 * 5:30pm to 9:30pm
Tastemakers of Delray Beach
Participating Downtown Restaurants
Downtowndelraybeach.com/savor-and-tastemakers

*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

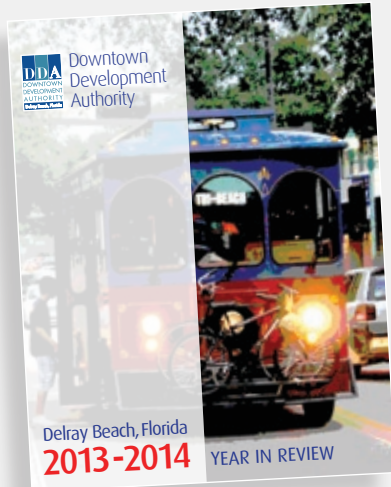
DDA Database



The DDA team has been busily gathering data through surveys and one-on-one meetings with businesses and individual properties within the District for its Database Program. The information collected includes: type of business, address, website, email, contact information, hours, credit cards accepted, square feet, number of employees, hourly shifts, parking spots allocated, and

customers mode of transportation other than cars such as bikes. The goal of this program is to use the data for planning purposes and make decisions of how best to support the downtown. "For example, it will help us understand the trends of business development, the amount of employees working in our Downtown, and how to better plan for the numbers, said Marjorie Ferrer, Executive Director, "and we will also be able to share this data with developers as they decide what types of businesses to bring Downtown, and as a tool for the City's Economic Development team," said Laura Simon, Associate Director.

Delray DDA 2013-2014 Year in Review



The DDA 2013-14 Annual Report is now available! Downtown is our City's meeting place and the symbolic heart of our community where many areas of activity are represented. Downtown is a thriving business center; a fun & vibrant retail center; a cosmopolitan residential center, where residents enjoy living as a part of the rich energy of urban life; and an ethnically and generationally diverse community. Distributed to property owners, business owners and residents within

the DDA's district, the Report details the Position Marketing, Placemaking, and Economic Development activities from the past year and in addition provides a snapshot into 2014-2015. "We pledge to continue to be the advocates for our district within the city and business community in the areas of parking, planning, safety, economic development, retail recruitment, and other business issues, working for the constant economic viability of the DDA district, its merchants and property owners," said Marjorie Ferrer, Executive Director, DDA. The Annual Report is available in print, at downtowndelraybeach.com, and youtube.com/DelrayDDA.

Celebrating Mom

Many Mom's and Downtown customers received over 250 beautiful orchids on Mother's Day through the annual Orchid Giveaway program presented by the Delray Beach Downtown Development Authority (DDA), and generously supported by the Merchant Association and merchants. Customers who visited the more than 300 retail fashion boutiques, specialty gift shops, art galleries and jewelry shops, or spas and salons in Downtown and collected \$200 or more in receipts (restaurants not included) from April 25 - May 9, received a Phalaenopsis orchid plant. The Orchid Station for turning in receipts was located in front of Hands Stationers for seven days. Thank you to our many lovely volunteers who spread much joy to the Downtown customers during the promotion. A Mother's Day Sweepstakes at delraylovesmom.com continued the celebration of Mom's. Hundreds entered to win the prize package of gift certificates for dining, shopping, and spas from Downtown merchants valued at more than \$500. Thank you for shopping in Downtown Delray Beach!



Alex Cole of Delivery Dudes with Neil Littlefield at C. Orrico

Delivery Dudes Support the DDA

For the last few months, Delivery Dudes has visited merchants and residents to distribute the Social Connection newsletter and 2015 Guide to Downtown Delray Beach on behalf of the Downtown Development Authority (DDA). This new partnership is an efficient communication vehicle for the DDA within the community that it serves. "This program is an innovative way to work with businesses in our district and to further strengthen relationships with our own merchant constituents - similar to Delray's Fabulous Fashion Week with retail and Savor the Avenue with restaurants, said Laura Simon, Associate Director, DDA, "We have started with the delivery of our two publications, and look forward to continuing the service." Founded in Delray Beach by Jayson Koss in 2009, Delivery Dudes is a service for ordering from various restaurants and having it delivered by the Dudes. The company is now serving 27 cities in four states with 20 cities in Florida from Pensacola to South Beach in Miami. "We love the SOCIAL theme that the DDA has conveyed in their newsletter and Guidebook, "said Alex Cole, Marketing Director, "People are excited to have these newsy products delivered by the Dudes and the reception has been great." Call the dudes for restaurant delivery needs 561.900.7060, or visit deliverydudes.com.

Celebrate the Success of the 7th Annual Savor the Avenue



Cheers to a successful 7th Annual Savor the Avenue 2015! A projected weather event did not dampen the spirits or the reservations as the date moved to Monday, March 30th. Downtown Delray Beach on East Atlantic Avenue from Swinton Avenue to East Fifth Avenue (U.S. 1) was once again the place to be for this not to be missed event as 1,100 guests sat down for dinner together at the one quarter mile long dining table. This culinary tradition, made possible by the Delray Beach Magazine's partnership with the Delray Beach Downtown Development Authority

(DDA), and hosted by Steve Weagle of WPTV News Channel 5, showcased many of the fine dining establishments located within the downtown area.

The City of Delray Beach's Campaign for Grade Level Reading non-profit was the beneficiary of \$3,360. Each guest reservation included a \$3 contribution to assist in funding books and tutoring programs that will prepare children for life. The 19 restaurants preparing four-course dinners included: Tryst, 32 East, Cabana Nuevo Latino, Salt 7, Prime, Rack's Fish House & Oyster Bar & The Fat Rooster, The Office, Taverna Opa, City Oyster & Sushi Bar, Vic & Angelo's, Caffe Luna Rosa, Solita Delray, 50 Ocean, Max's Harvest & Max's Social House, D.I.G., Lemongrass, Cut 432. The wine was donated by local beverage distributors to each restaurant. For the third year, the Savor the Avenue restaurants competed in the "Best in Show" table décor contest. The winners were: 1st place: Salt 7, 2nd place: 32 East, and 3rd place: 50 Ocean.

"Savor The Avenue is an economic development focused program for the DDA, and as such, guests were asked to participate in a survey, said Marjorie Ferrer, Executive Director, DDA, Those guests completing surveys were entered into a drawing for two tickets to the 2016 Savor the Avenue and dinner for two at any Downtown Delray Beach restaurant. "We greatly appreciate everyone's support for this unique and SOCIAL dining experience."

Savor the Avenue sponsors were: 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. For more information, please visit downtowndelraybeach.com or phone 561.243.1077. To view photos taken at the event visit facebook.com/delraydda.



Tastemakers of Delray Beach Dates Set

The Downtown Delray Beach culinary adventure continues with Tastemakers of Delray Beach on Wednesday, August 5th and Thursday, August 6th from 5:30 pm - 9:30 pm (Note New Dates and Times). The 7th annual event is organized by the Downtown Delray Beach Development Authority (DDA) in partnership with Delray Beach magazine as an "international food event." Experience 18 premier downtown restaurants creating special culinary creations reflective of its chef's specialty and paired with a unique beverage. To participate, guests need to purchase a "passport." The passport, sold for \$30 cash, with \$1 of each being donated to Delray Beach charity Campaign for Grade Level Reading, provides event participants with a special booklet that includes a list and map of the participating restaurants and what each will be serving during the event. The Tastemakers restaurants are: 50 Ocean, Burger Fi, Cabana El Rey, Caffé Luna Rosa, Caffé Martier, Deck 84, El Camino, FYI Yogurt, Lemongrass, Max's Harvest, Mellow Mushroom, Mussel Beach, Smoke BBQ, Solita, Taverna Opa, The Office, Vic and Angelo's, and Ziree Thai & Sushi. Passports are on sale beginning July 1 and can be purchased at each participating restaurant. Special promotional offers from each restaurant are valid with the Passport from July 1 through September 30. Passport quantity is limited, and the event has sold out in past years. For more information, please visit downtowndelraybeach.com/savor-and-tastemakers and facebook.com/DelrayDDA, see the story in Delray Beach and Boca Raton magazines, or call 561.243.1077.



We Are the DDA

Meet Siree Sudnaen and Kannika Sudnaen

Owners: Ziree Thai & Sushi, 401 W. Atlantic Ave.

“If You Think You Can’t, You Won’t ... If You Think You Can, You Will.

This is how we have converted ourselves from foreigners to being an integral part of Delray Beach.”

Kannika Sudnaen, and Siree Sudnaen

- Q:** How long have you been a part of Delray Beach?
- A:** Since 2005 ... this October will be the 10th Anniversary of Ziree Thai & Sushi.
- Q:** Tell us about your business?
- A:** Ziree Thai & Sushi is family-owned and operated by five siblings; Duenpen S. Susskind, Kannika Sudnaen, Phairoh S. Chuychai, Siree Sudnaen, and Artthi Sudnaen. Each of us have different positions. We work together to create authentic Thai food from family recipes; the freshest, highest quality sushi, a comfortable experience, and a friendly atmosphere.

- Q:** What has been your involvement with the DDA?
- A:** We’ve been participating in **Tastemakers** since its inception. We also support many community projects and organizations such as: Curb Appeal – painting houses for people in the neighborhood; the Delray Beach Center for the Arts, the Spady Museum, the Trinity School, the Achievement Centers for Children & Families, the Unity School, the Delray Beach Public Library, St. Vincent Ferrer Catholic School, and the Atlantic Community High School. We love to contribute to the growth of Delray Beach and the Downtown Area.
- Q:** Has being located within the DDA District had an impact on your business?
- A:** Yes, absolutely. We have the pleasure of serving a diverse customer base from Downtown businesses and Downtown visitors too.
- Q:** What is the first thing you want your out-of-town guests to do in Downtown Delray?
- A:** I want my guests to explore the **Most Fun Small Town in the USA**. They should enjoy all the things we love about Downtown Delray; the beach, the arts, the shopping ... there’s just so much to do!

Get SOCIAL with the DDA this summer!

Do you live, work and play in Downtown Delray? What fun events do you have planned for your businesses? Share with us how you “DO DB” in the summer and the DDA will promote through its social media channels. For more information, please contact Laura Simon at 561.243.1077 or lsimon@downtowndelraybeach.com.

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

THANK YOU TO OUR LEGACY PARTNERS



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