



63rd ANNUAL Delray Affair



Downtown Merchant & Business Update
April 4, 5, 6 2025

Friday & Saturday, 10am - 6pm
Sunday, 10am - 5pm

 delrayaffair.com  [/delrayaffair](https://www.facebook.com/delrayaffair)  [@delrayaffair](https://www.instagram.com/delrayaffair)  [# DelrayAffair2025](https://twitter.com/DelrayAffair2025)

Dear Downtown Delray Beach Businesses:

It's that time again! The Delray Affair takes place the weekend of April 4-6.

Delray Affair is the south's largest Arts and Crafts event, comprised of more than 500 vendors up and down Atlantic Avenue. The event is presented by the Delray Beach Chamber of Commerce and produced by Festival Management Group. The event features an expanded array of fine art and hand-crafted exhibitors that surpass the offerings of previous years.

EVENT FOOTPRINT

Atlantic Avenue from in front of the Tennis Center at NW 2nd Avenue, east to NE 6th Avenue (Federal Highway heading north).

EVENT FEATURES AND ACTIVITIES

- **Delray Affair Info Booth** - Located at the intersection of Atlantic Avenue and 1st Avenue, 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.
- **Official Merchandise Booth** sponsored by TROPICALLY IMPAIRED. Located at the intersection of Swinton Avenue and Atlantic Avenue, attendees can purchase the commemorative t-shirt, hats and more!

2025 Delray Affair Commemorative Poster



2025 DELRAY AFFAIR – SUNDY VILLAGE

Poster Artist: Ernie DeBlasi

STREET CLOSURES

Atlantic Avenue will be closed (from NW 2nd Ave to NE 6th Ave) to traffic beginning at 1am Friday, April 4 through Sunday, April 6 around 8pm.

PARKING

During the event (starting at 10am on Friday) parking will be \$5 at the garages. All proceeds from parking at Old School Square and Federspiel Garages benefit 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 time limits for Park Mobile locations will be changed to extend time in areas where there are restricted limits

TRAFFIC FLOW

Atlantic Avenue will be closed from NW 2nd Avenue to NE 6th Avenue. All parking lots are accessible via side streets. For a map please visit.

downtowndelraybeach.com/parking

DOWNTOWN MERCHANT & BUSINESS UPDATE

MERCHANT TIPS

Delray Affair provides you a prime opportunity to gain 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 these items 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.

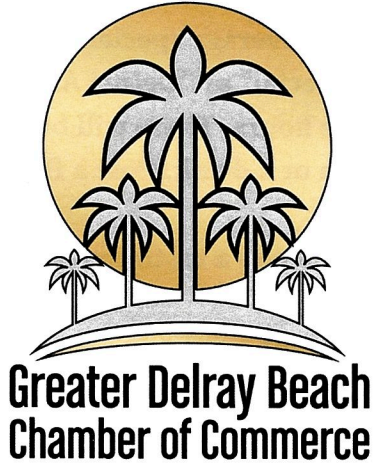
- Please only sell merchandise allowed under your retail license (All City codes, setbacks, etc. apply).
- If you have a problem with an event vendor or attendee, such as someone parking in your space/lot or spreading out merchandise on sidewalk, please call the Event Director, Nancy Stewart-Franczak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

ALCOHOL SALES – A NOTE:

Open Container laws ARE in effect during the event. It is better to “be 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.



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