



# DOWNTOWN DELRAY BEACH

## SUMMER SIDEWALK SALE

**September 8, 9 & 10 (Friday – Sunday)**

**10 a.m. until 6 p.m. each day**

**Why:** This event is a collaboration between the Downtown Merchant Association and the Delray Beach Downtown Development Authority (DDA) to promote end of summer sales, to help merchants get their summer inventory out and to generate revenue for the Downtown

merchants during a traditionally slow time of year. The DDA's mission is to stimulate and enhance the economic vitality of Downtown Delray Beach, year-round.

**Participants:** All Downtown businesses within the [DDA District](#) are welcomed and encouraged to participate.

### Rules & Regulations:

-Your sale/clearance may take place **inside and/or outside** of your business (it is up to you)!

-Limited to **one** outdoor clearance table and racks, which must be manned at all times. The Delray Beach DDA is not responsible for stolen items. Outside merchandise displays cannot exceed 10% of your store inventory, and a **five foot sidewalk clearance** must be available (between the curb and your table/setup) for pedestrians walking by per the city of Delray Beach.

-Make your display fun and provide value to the customers every day of the event (markdowns/percentages off, gift with purchase, BOGO, etc.). We encourage businesses to increase their mark downtowns each day of the sale (i.e. provide the largest markdowns on the LAST day, Sunday, Sept. 10, when inventory is sparse).

-The Delray Beach DDA is accepting giveaway items for the **Summer Fun Delray Beach Prize Pack**. All Sidewalk Sale customers will be able to enter to win on [www.DowntownDelrayBeach.com/SidewalkSale](http://www.DowntownDelrayBeach.com/SidewalkSale). If you're interested in donating a giveaway item, please email us at [DDA@DowntownDelrayBeach.com](mailto:DDA@DowntownDelrayBeach.com) or **call the DDA office (561) 243.1077**.

**Delray Beach DDA will provide marketing & advertising for the event.**

### PARTICIPATION FORM:

\*Business Name:

\*Phone Number:

\*Contact:

Position:

\*Contact Email/Phone:

I agree to the above rules & regulations \_\_\_\_\_ (initial)

Return Form to: [DDA@DowntownDelrayBeach.com](mailto:DDA@DowntownDelrayBeach.com)

Contact the Delray Beach DDA office for more information: (561) 243-1077

**SAVE THE DATES FOR DELRAY BEACH FASHION WEEK: JANUARY 24-28, 2018!**