



Downtown Merchant & Business Update

April 7, 8 & 9, 2017

Friday and Saturday: 10 a.m. – 6:00 p.m.

Sunday, 10:00 a.m. – 5:00 p.m.

(The event is on Atlantic Avenue beginning in front of the Tennis Center & extending east to the Intracoastal Waterway.)

External link: www.delrayaffair.com

Facebook link: <https://www.facebook.com/DelrayAffair>

Instagram: @DelrayAffair

HASHTAGS: #DelrayAffair2017

Dear Downtown Delray Beach Businesses:

Delray Affair 2017 is right around the corner, April 7, 8, & 9th. The Delray Affair will be the same (slightly smaller) scale as last year, including the same booths in the center of the street in the 400 block. The Delray Affair team was again more selective when reviewing applicants, to increase the level of quality of artists and crafters. There will not be any official Delray Affair beer/wine sales, instead we will encourage attendees enjoy our local restaurants and bars.

The Chamber of Commerce, DDA, Old School Square, City of Delray Beach, Delray Beach Historical Society and a panel of other community leaders has spent countless hours together over the past 18 months planning the celebration of our 55th Anniversary of the Delray Affair.

The DDA in conjunction with the Chamber of Commerce is bringing back last year's "gift with a purchase" promotion via the downtown merchants. Customers receive a special "I ♥ Downtown Delray" sticker when they make a purchase in your establishments. PR/Marketing will also be done around this promotion.

Street closures will be 4:00 am Friday, April 7th through 10:00 pm Sunday, April 9th

On the following pages you will find a detailed outline of helpful information prepared by The Greater Delray Beach Chamber of Commerce regarding all activities and some tips that our downtown merchants & restaurants can leverage Delray Affair for their businesses. Read details below about new items featured such as Delray After Dark, Friday Night Art Walk, Artrageous Show at Old School Square, live pop-up music, Upcycle Delray Student Art Project, Gladiola Comeback and more....

Downtown Merchant & Business Update

(Page 2)

New this year:

- **Delray Affair After Dark** – the Chamber of Commerce has partnered with the Downtown Development Authority and Old School Square to bring you “Delray Affair After Dark.” The DDA has created a special web page – www.delrayaffairafterdark.com – and has coordinated special offers with restaurant and merchant for the weekend (contact the DDA office at 561-243-1077 to let them know if you’d like to participate).
- Old School Square has booked an unforgettable experience for Friday & Saturday night beginning at 7PM! **ARTRAGEOUS**, an electrifying experience combining artists painting at amazing speed, right before your eyes, and high energy live music, amazing vocals, creative choreography and audience interaction. The show will be at the Old School Square Pavilion on Friday and Saturday night (7 pm). Tickets are \$25 (adult); \$15 (student) available at <http://oldschoolsquare.org/events/artrageous/>
- **Pop-Up Live Music** will also be featured on Friday and Saturday night to encourage patrons to stay downtown throughout the evening:

Friday, April 7th (6pm – 9pm):

Jason Hanley (Impromptu organic, jazz, folk-blues) www.soundproofproductions.net
-SW corner of Atlantic and SE 1st Avenue (front of Café Blue)

Taylor Roads (Acoustic Rock) <https://www.facebook.com/taylorroadband>
-Intersection of Atlantic and SE 4th Avenue (across from BankUnited)

Urban Gypsy (Latin, World Music) www.UrbanGypsyMusic.com
-Front of Starbucks on Atlantic and 2nd Avenue

Saturday, April 8th (6pm – 9pm):

Jason Hanley (Impromptu organic, jazz, folk-blues) www.soundproofproductions.net
-SW corner of Atlantic and SE 1st Avenue (front of Café Blue)

Taylor Roads (Acoustic Rock) <https://www.facebook.com/taylorroadband>
-Intersection of Atlantic and SE 4th Avenue (across from BankUnited)

Islay Rodriguez (Acoustic guitarist, Latin, Jazz) www.reverbnation.com/musician/islayrodriguez4
-Front of Starbucks on Atlantic and 2nd Avenue

- **“Upcycle Delray Student Recycled Art Project”**
Spearheaded by our official 2017 Delray Affair Poster Artist Rebecca Loveless, a student art project was launched in Delray Beach schools to inspire creative recyclers. The plastic challenge is for the students of Delray to reimagine plastic bags and create art in the classroom. Plastic Petals project was implemented in schools where students were taught to upcycle plastic bags and turn them into flowers! Students will bring their creations to the event where they will participate in a live art installation located on the front lawn of Old School Square Cornell Museum. Bring your plastic bags and join in the fun!
- **First Friday Art Walk**
A self-guided tour throughout the downtown will invite you to explore the heart & soul of our art scene on the First Friday of every month from 6 - 9 p.m. Enjoy art galleries and working studios while you meet with many of our talented, local artists. Stroll and enjoy beautiful evenings in Downtown Delray as you navigate your way through myriad styles of art.

Downtown Merchant & Business Update

(Page 3)

New (continued)

- **“The Gladiola Makes a Comeback!”**

This year the Delray Beach Historical Society will be celebrating and sharing how it all began... with Delray’s **Gladiola Festival**.

The DBHS’s 20 ft. booth downtown at the 2017 Delray Affair will feature an exhibit of images and memorabilia from the 1940’s and 1950’s Gladiola festivals, parades, farmers and queens. There will also be an opportunity to meet some of the Gladiola Queens from that era, pioneering individuals who participated in some of the first festivals and friends from our local horticultural and farming community.

The Delray Beach Historical Society will also be embarking on a campaign to **“Make Delray Beach the Glad Growing Capital of the World Again!”** It’s their vision to have this iconic, perennial flower growing in everyone’s back yard. **As the exclusive festival Gladiolus supplier, the Delray Beach Historical Society will be selling Gladiolus bulbs in their booth** to help raise money for their educational programs. The mission of the Delray Beach Historical Society is to preserve and grow the City’s archives; and to educate, share and celebrate Delray’s rich history and heritage, leaving a strong legacy for future generations.

Downtown Merchant & Business Update

(Page 4)

Merchant tips:

Delray Affair provides you a prime opportunity to gather new fans/customers. **The streets are closed and remain closed at night to vehicular traffic, so here are some helpful hints:**

- Let your current customers know alternate entrances to your establishment during Delray Affair.
- Create maps or printed directions showing your customers how to get to you.
- Create “Walk In” specials that will entice attendees to do business with you. Restaurants -- Feature light meal and cool beverage specials.
- Display a Delray Affair Poster or sign to prompt visitors and encourage engagement.
- Restaurants (and other nighttime venues) may wish to promote specials leading up to the event to bring customers back after hours during Delray Affair After Dark (contact DDA to get listed on delrayaffairafterdark.com).
- Restaurants may wish to offer a “Delray Affair Lunch Special” or “Delray Affair Brunch” even if you are not normally open during those hours. Post an attractive flyer outside your restaurant or even prepare sample bites and walk the show to offer patrons a taste and encourage them to patronize your establishment.
- Advertise specials/discounts valid only during Affair in your print ads. For example: “Bring in this ad during the Delray Affair and receive 15% off any non-sale item” to help drive traffic to your store.
- Promote products or services attractive to typical Delray Affair attendees. Clothing stores can offer sun hats, “artsy” T shirts and belt packs. Offer attractive “bounce-back” coupons or sales... an enticement to come back and visit after the festival.
- Get involved! Some of the best long term relationships are established through the networking of volunteers working together. Being out there in the crowd is a prime way to make new contacts, customers and friends.
- Take advantage of the crowds. Purchase close-outs to offer a promotion. While some might not come in the stores, set up tables or racks outside the store so they come inside to pay. Whatever method you think works best for you, give it a try.

Alcohol Sales?

Safety, fun and responsibility are key to the Delray Affair. Currently, no establishments are licensed to sell alcohol out of their facilities by law. 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.

Things to Avoid

- Only sell current merchandise allowed under your retail license. (All City codes, setbacks, etc. apply) For example: if you normally sell clothes all year, you can’t sell ice cream on the sidewalk during the Delray Affair.
- Please don’t block any sidewalks or display store merchandise outside of (beyond) your private property limits or right-of-way area (i.e. permitted awning overhang area). Please be a good neighbor.
- If you have a problem with an event vendor or attendee, such as someone parking in your space/lot, call the Delray Chamber office at 278-0424 and a staff person will go right to work on solving the problem. Remember, we all act as ambassadors to Delray Beach, we want visitors to return to our great town after the event!

Downtown Merchant & Business Update

(Page 5)

Event Demographics

Attendance at the Delray Affair could near 100,000-150,000 over a three-day period, with 66% having attended previous Delray Affair festivals.

Ages:

14.85% 65 years and older
37.62% ages 55 to 64
31.68% ages 45 to 54
8.9% ages 35 to 44
5.94% ages 25 to 34
.99% ages 18 and under

Residency:

30.39% Delray Beach
35.29% Palm Beach County Residents
28.43% Outside Palm Beach County
5.88% Outside Florida

Income:

42.16% more than \$75,000
35.29% earn \$60,000-\$74,999
9.8% earn \$45,000-\$59,999
12.75% earn up to \$44,999

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 \$ 7,000,000

A Brief History

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.

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. 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.

Fast Forward... The Delray Affair is now long recognized as one of South Florida's oldest, largest and most unique 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 as one of the 200 Best Art Events in the United States by Sunshine Artist magazine. This year marks the 54th Delray Affair. The main promenade is along picturesque palm tree lined Atlantic Avenue, from Swinton Avenue to the Intracoastal Waterway and also extends to adjacent side streets, spacious plazas, and city parks.

Admission is **free** and the crowd can enjoy exciting entertainment on outdoor stages and strolling performers down the avenue along with the most creative arts & crafts in America.

Downtown Merchant & Business Update

(Page 6)

CONTACTS:

Please contact the Chamber of Commerce, 561-278-0424 with questions. Or email us (below). The Chamber of Commerce hosts the event and partners with award-winning event producers Festival Management Group (FMG). We are here to help.

Here's to a successful event for the community.



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