



**TO:** Delray Beach Downtown Development Authority Board

**FROM:** Suzanne Boyd, DDA Director of Marketing

**DATE:** August 9, 2025

**RE:** Downtown Development Authority Marketing Performance – July 2025

This memo outlines the performance of the DDA's marketing initiatives for July 2025. Data shows continued growth in reach, engagement, and public interest — driven by strategic digital campaigns, public relations efforts, and community-focused programming.

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## EMAIL MARKETING

- **Total Contacts:** 26,599
- **Emails Sent:** 151,000
- **Average Open Rate:** 45%
  - ➡ The 45% open rate is **well above the national average** for lifestyle and event marketing emails (~30%). This demonstrates strong subscriber engagement and effective content strategies. Email remains one of the DDA's highest-performing channels for reaching both residents and visitors.

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## SOCIAL MEDIA PERFORMANCE

- **Followers:** 139,800 (+11% increase)
- **Impressions:** 2.1 million (+60%)
- **Engagements:** 26,300 (+13%)
  - ➡ A 60% rise in impressions reflects growing visibility and content reach, while the follower growth shows increased interest in the DDA's messaging. Although engagements rose by 13%, this more moderate increase suggests room to optimize content formats and interaction strategies to better convert viewers into participants.

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## PAID DIGITAL ADVERTISING HIGHLIGHTS

Total Paid Media Spend in July: \$13,450.08

### Art & Jazz Campaign

- **Total Impressions:** 108,812
- **Total Clicks:** 2,977
- ➡ **Strong Click-Through Rate (CTR) of 2.73%**, well above industry averages. This campaign effectively targeted users with clear interest in downtown arts and culture programming.
  - *Auto Placement Ads:* 61,983 impressions | 2,273 clicks
  - *Event Boost:* 46,829 impressions | 704 clicks
  - ➡ *Auto placement outperformed event-booster ads, suggesting that broader targeting may be more effective than segmented event targeting.*

### Summer Online Video Campaign

- **Impressions:** 102,650
- **Clicks:** 150
- **CTR:** 0.15%
  - ➡ While video impressions were high, clicks were lower. This is not unusual for passive video campaigns, which are often more about branding and awareness than direct conversion.

### Summer Facebook & Instagram Video

- **Impressions:** 706,084
- **Clicks:** 154
- ➡ Despite very high reach, this campaign yielded a CTR of just 0.02%. This may indicate creative fatigue or misalignment between the messaging and the intended audience. Opportunity exists to test new visuals or copy for stronger engagement.

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## PUBLIC RELATIONS IMPACT

### Media Placements

- Press Release Pick-Up: 750+
- Local Radio & TV Segments: 16
- Print & Magazine Articles: 9
- Online Articles: 207

### Audience & Estimated Media Value

- **TV & Radio Reach:** 72,200 viewers/listeners
- **Ad Value of TV Coverage:** \$700,690
- **Online News Audience:** 4.49 billion
- **Ad Value of Online Coverage:** \$34.1 million

➡ These are **exceptional PR results**, with online exposure reaching global levels. Notably, this value was driven by high-profile segments such as WPTV/WFLX's *Shining A Light* on the Fleetwood Mac Concert and a CBS12 interview focused on the #LoveDelray Feel Good Summer campaign. The DDA continues to benefit from positive media narratives around arts, culture, and economic vitality in downtown Delray Beach.

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## WEBSITE PERFORMANCE

- **Page Views:** 73,000
- **New Users:** 35,000
- **Average Time on Site:** 1 minute, 30 seconds
- **Top Pages:**
  - Art & Jazz
  - Happy Hour
  - #LoveDelray Downtown
  - 4th of July

➡ Website performance supports the effectiveness of DDA's digital and email campaigns. High-interest content continues to center around dining, event schedules, and community stories — confirming what drives traffic and planning behavior. The influx of **35K new users** also signals successful outreach beyond the core resident base.

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## OVERALL SUMMARY & INSIGHTS

- **Email marketing and PR remain the top-performing channels**, driving engagement and awareness with minimal cost relative to their impact.
- **Paid digital advertising had mixed results** — highly effective for Art & Jazz, but weaker for broad summer awareness video content. We pivoted immediately and changed creative in July to help improve future CTRs.
- **Social media saw meaningful growth** in reach and followers, but a more modest increase in engagement suggests an opportunity to experiment with content styles.
- **Public relations efforts achieved outsized returns**, including major coverage on TV and online with millions in earned media value.
- **Website usage continues to grow**, with high visitation to event- and hospitality-focused content, validating the DDA's strategy of showcasing Delray Beach's lifestyle and offerings.

The DDA's July 2025 marketing strategy successfully elevated downtown Delray Beach's visibility while connecting audiences to local events, businesses, and experiences. These efforts continue to strengthen the area's brand and economic vitality.

## **Delray Beach July 2025 Monthly Ambassador Activity**

### **Delray Beach Equipment**

1 cell phone, 2 security bicycles

### **Ambassador Schedule**

Sunday through Thursday 7:00am - 9:00pm

Friday & Saturday 7:00am - 11:00pm Friday - Saturday

### **Ambassador Patrol Includes:**

Old School Square restroom, museum, Adirondack chairs, library, Pineapple Grove, American Security building, Libby Wesley Park, Spady Museum, Veterans Park, Beach Pavilion, municipal garage.

New face:12

Old School Square:36

Morning:19

Night:17

Libby Park:28

Worthing Park/ Salt7/ Park Tavern /

Rocco's: 17

Panhandler:28

Library:17

Veteran Park:9

Beach pavilion:14

Parking lot across from Bedner's:9

Parking lot across from Rocksteady:2

Behind Tony Deli:0

Old Dunkin' Donuts:0

Häagen-Dazs:1

Brandy's Ice Cream:3

Quiet Storm:0

CBA construction building:2

Cut 432 restaurant:0

Vic & Angelo: 1

Ipic garage teenagers:0

Old school square garage:0

Kauffman garage:3

Delray market garage:0

Nine Line: 3

The office restaurant: 0

Tai & Sushi restaurants:2

Salon 140:0

Sazio pizza east/west:0

Buda Skybar:5

Christina old restaurant:0

Northern Trust Bank: 4

Hawkers: 1



On 7/1/25, at approximately 10:51am, Ambassador observed a new face named Lauren sleeping on the bench at Worthing Park. Ambassador provided her the outreach teams information. Ambassador informed her sleeping on the bench is prohibited.

On 7/1/25, at approximately 7:46pm, Ambassador observed Pierre loitering in the area of DeBilzan Gallery. Ambassador instructed him to leave the area.

On 7/2/25, at approximately 7:34pm, Ambassador observed individual sleeping/loitering in the area of Beaulieu Law Group. Ambassador instructed him to leave the area.

On 7/3/25, at approximately 7:58am, Ambassador observed the excessive garbage. Ambassador notified the city for cleanup.

On 7/4/25, at approximately 6:09pm, Ambassador observed a Louis Vuitton purse on the front of Cut 432. Ambassador transported the purse to the police department for lost and found.

On 7/5/25, at approximately 8:37pm, Ambassador observed Leroy, Reggie and Anthony panhandling on the bench at Worthing Park. Ambassador instructed them panhandling in the area is prohibited. Ambassador called PD for assistance.

On 7/5/25, at approximately 9:38pm, Ambassador observed a Mercedes E Class and a GMC Arcadia involved in a collision. Both parties did not sustain any injuries. Ambassador reported the accident to PD.

On 7/6/25, at approximately 7:13pm, Ambassador observed a minor incident inside IPIC Garage. Ambassador notified the PD for assistance.

On 7/8/25, at approximately 1:06pm, Ambassador observed two individuals sleeping/loitering inside the patio at Veterans Park. Ambassador instructed them to leave the area.

On 7/9/25, at approximately 8:55am, Ambassador observed Reggie, Leroy, and Anthony loitering in the area of the library. Ambassador instructed them to leave the area.

On 7/10/25, at approximately 10:02am, Ambassador observed an individual loitering on the West side of the closed Dunkin Donuts' building. Ambassador instructed him to leave the area.

On 7/10/25, at approximately 1:37pm, Ambassador observed Thomas and Chester with open container at Worthing Park bench. Ambassador informed him, having an open container in public is prohibited.

On 7/11/25, at approximately 12:11pm, Ambassador observed individual loitering on the stairs at Sundry Village building. Ambassador instructed him to leave the area.

On 7/11/25, at approximately 1:44pm, Ambassador observed Chester going inside Sazio Pizza drooling on the floor. Ambassador escort him out of the restaurant.

On 7/11/25, at approximately 9:35pm, Ambassador observed two juveniles loitering on the stage at Old School Square. Ambassador instructed them to leave the stage.

On 7/12/25, at approximately 7:41am, Ambassador observed Kate, Thomas, and another individual loitering in the area of Hawkers. Ambassador instructed them to leave the area.

On 7/12/25, at approximately 5:04pm, Ambassador observed two individuals loitering in the area of the Cornel Art Museum. Ambassador instructed them to leave the area.

On 7/13/25, at approximately 7:12am, Ambassador observed Kate and Stewart loitering on the front of Rocco's Tacos. Ambassador instructed them to leave the area.

On 7/14/25, at approximately 5:31pm, Ambassador observed a large group of individuals loitering on the pavilion at Libby Wesley Park. Ambassador instructed them to leave the area.

On 7/14/25, at approximately 8:01pm, Ambassador observed Hudson loitering on the North side of Papa's Tapas. Ambassador instructed him to leave the area.

On 7/15/25, at approximately 3:29pm, Ambassador observed black female loitering on the front of Lovely Tea Café. Ambassador instructed her to leave the area.

On 7/16/25, at approximately 1:07pm, Ambassador received a phone call from Men's Room Barbershop, regarding an individual harassing residents and individuals going inside Atlantic Grove Condominium. Ambassador observed Woods loitering in the area. We instructed him to leave the area.

On 7/17/25, at approximately 8:49pm, Ambassador observed an individual loitering on the front of Buddha Sky Bar. Ambassador instructed him to leave the area.

On 7/17/25, at approximately 1:09pm, Ambassador observed individual identified as Makay in the area of Tony's Deli with a shopping cart. Ambassador instructed him having a shopping cart in the area is prohibited.

On 7/18/25, at approximately 4:10pm, Ambassador observed Shelley, Reggie, Logan, Anthony and loitering on the front of Bru's Room. Ambassador instructed the group to leave the area.

On 7/18/25, at approximately 6:18pm, Ambassador observed individual loitering in the front of Brendy Melville. Ambassador instructed him to leave the area.

On 7/19/25, at approximately 9:46am, Ambassador received a phone call from Caffé Luna Rosa, regarding suspicious individual in the area. Ambassador arrived and observed individual smoking on the pavilion. Ambassador instructed him smoking on the pavilion is prohibited, he refused to comply. Ambassador contacted PD for assistance.

On 7/19/25, at approximately 10:31am, Ambassador was approach by a young couple, requesting ambassador to escort them to their vehicle, due to female with previous knee injury. Ambassador escorted the couple to the 3rd floor of Old School Square Garage.

On 7/19/25, at approximately 11:10am, Ambassador received a phone call from Core Shake Gymnastics, regarding individual harassing guests entering inside the building. Ambassador advised individual that he is not allowed to loiter in Atlantic Grove Condominium area. PD was notified for assistance.

On 7/20/25, at approximately 8:09am, Ambassador observed an individual loitering in the front of the Cornel Art Museum Bar. Ambassador instructed him to leave the area.

On 7/22/25, at approximately 10:42am, Ambassador observed Shamar heading downtown with a shopping cart. Ambassador instructed him having a shopping cart on the Avenue is prohibited.

On 7/24/25, at approximately 11:15am, Ambassador observed a juvenile riding his bicycle inside IPIC Garage. Ambassador informed him that having a bicycle inside the garage is prohibited.

On 7/24/25, at approximately 12:01pm, Ambassador observed Woods harassing a gentleman preaching in the area of Farmhouse restaurant. Ambassador informed PD of the issue.

On 7/25/25, at approximately 4:23pm, Ambassador received a phone call from DDA team regarding a large group of individuals fighting inside Old School Square area. Ambassador observed Leroy, Aaron, Shelley, Kate inside the area. PD and the Ambassador instructed the group to leave the area.

On 7/25/25, at approximately 8:03pm, Ambassador observed an elderly woman fall on the sidewalk heading south on Swinton. Ambassador promptly rushed to assist the elderly. The woman did not sustain any injuries.

On 7/26/25, at approximately 7:25am, Ambassador observed Kate and Johnny loitering in the front of Muscle Beach restaurant. Ambassador instructed them to leave the area.

On 7/26/25, at approximately 3:46pm, Ambassador received a phone call from Men's room regarding an individual loitering in the area of the entrance of the Atlantic Grove Condominium. Ambassador observed Leroy, he was instructed to leave the area.

On 7/26/25, at approximately 10:13pm, Ambassador observed individual loitering at Old School Square. Ambassador requested individual leave the area.

On 7/28/25, at approximately 6:16pm, Ambassador observed the public restroom closed at Old School Square. Ambassador notified the city.

On 7/29/25, at approximately 2:19pm, Ambassador observed Johnny loitering on the front of Pura Vida. Ambassador instructed him to leave the area.

On 7/29/25, at approximately 8:02pm, Ambassador observed a large group of juveniles riding bicycles on the top floor of Old School Square Garage. Ambassador informed them riding bikes inside the garage is prohibited.

On 7/30/25, at approximately 12:08pm, Ambassador observed Leroy, Kate and another individual loitering on the North side of IPIC Movie Theater. Ambassador instructed them to leave the area.

On 7/30/25, at approximately 2:10pm, Ambassador observed individual named Roger loitering in the area of the Grooves' Kitchen & Daiquiris restaurant with all his belongings scattered on the floor. Ambassador requested Roger to move along with his belongings.

On 7/31/25, at approximately 1:32pm, Ambassador observed Valerie panhandling in the front of the Tennis Court. Ambassador instructed him panhandling in the area is prohibited.

On 7/31/25, at approximately 3:55pm, Ambassador observed individual identified as Roy sleeping/loitering on the front of Buddha Sky Bar. Ambassador instructed him to leave the area.

**Homeless interactions:177**

**Individual interaction/direction:189**

**Open Container:5**

**Over full garbage:7**

**Cars blocking roads:5**

**Medical vehicle assistance:1**

**Graffiti:0**

**Juvenile nuisance Ipic/Old School Square/ Delray Market:14**

**Merchant assist:19**

**Feces:0**

**PD assistance:15**