



DDA BOARD MONTHLY RECAP

AUGUST 2025





**DOWNTOWN
DEVELOPMENT AUTHORITY**

Downtown Delray Restaurant Month

SEPTEMBER 1 - 30 • 52 RESTAURANTS SIGNED UP

3Natives • Amar Mediterranean Bistro • Anthony's Coal Fired Pizza • Avalon Beach House • Bartolo's Cafe at Neptune Cigar's and Wine • Bounce • Bourbon Steak • Brulé Bistro • Caffè Luna Rosa • CAMPI Italian • Carmela Coffee • City Oyster & Sushi Bar • Colombian Coffee House • Cut 432 • Death By Pizza • Deck 84 • Drift Kitchen & Bar • El Camino • Elisabetta's Ristorante • Fit Food Express • Gary Rack's Farmhouse Kitchen • Gelato&Co. • Grooves Kitchen & Daiquiris • Haagen Dazs • Hyde Park Steakhouse • Icy Bean Company • J&J Seafood • Jimmy's Bistro • Johnnie Brown's • Kapow Noodle Bar • Kilwins • Le Colonial • Le Sorelle Restaurant • Lemongrass Asian Bistro • Novecento Papa's Tapas • Park Tavern • Rocco's Tacos & Tequila Bar • Rose's Daughter • Rosewater Rooftop • Table 165 • The Grove • The Hampton Social • The Pantry • The Office • The Wine and Spirits Kitchen • Throw Social • Tin Roof • Two Fat Cookies • Vic & Angelo's • Windy City Pizza

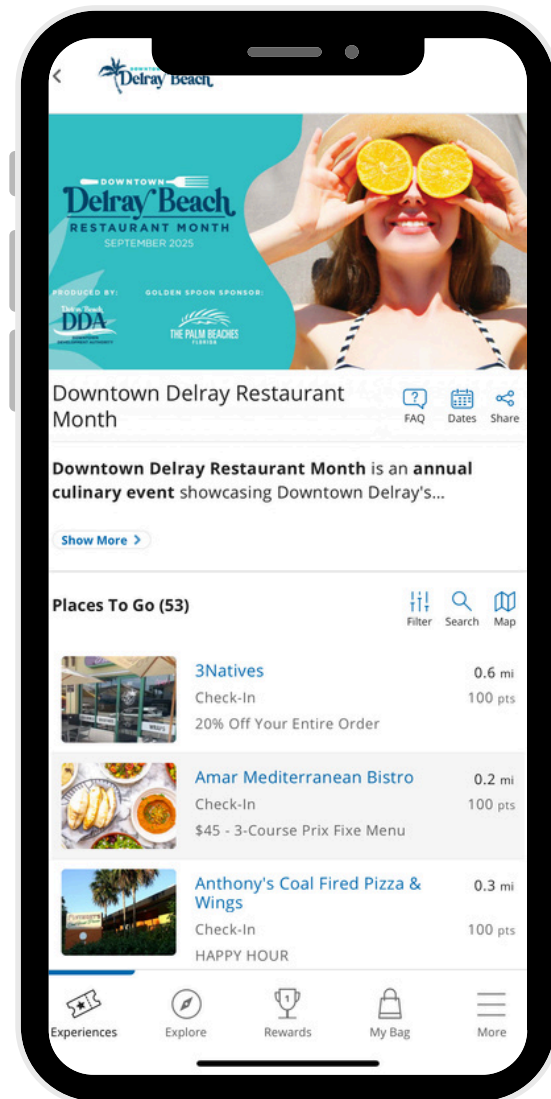


Downtown Delray Restaurant Month

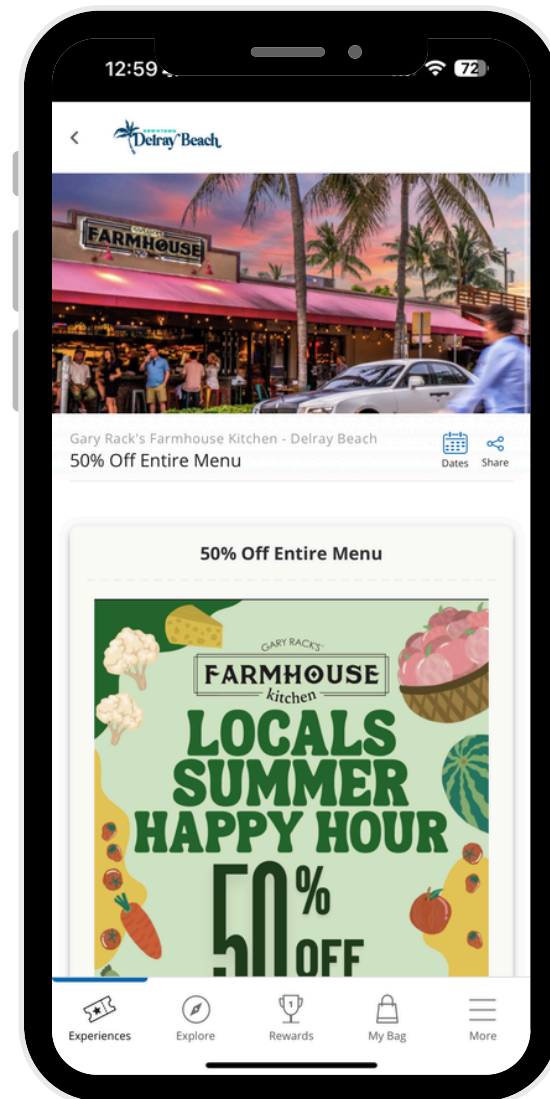
ECONOMIC DEVELOPMENT PROGRAM DESIGNED TO HIGHLIGHT OUR WORLD-CLASS DINING SCENE
AND DRIVE TRAFFIC INTO OUR RESTAURANTS DURING THE SLOWEST MONTH OF THE YEAR

NEW THIS YEAR: Mobile-Exclusive Pass

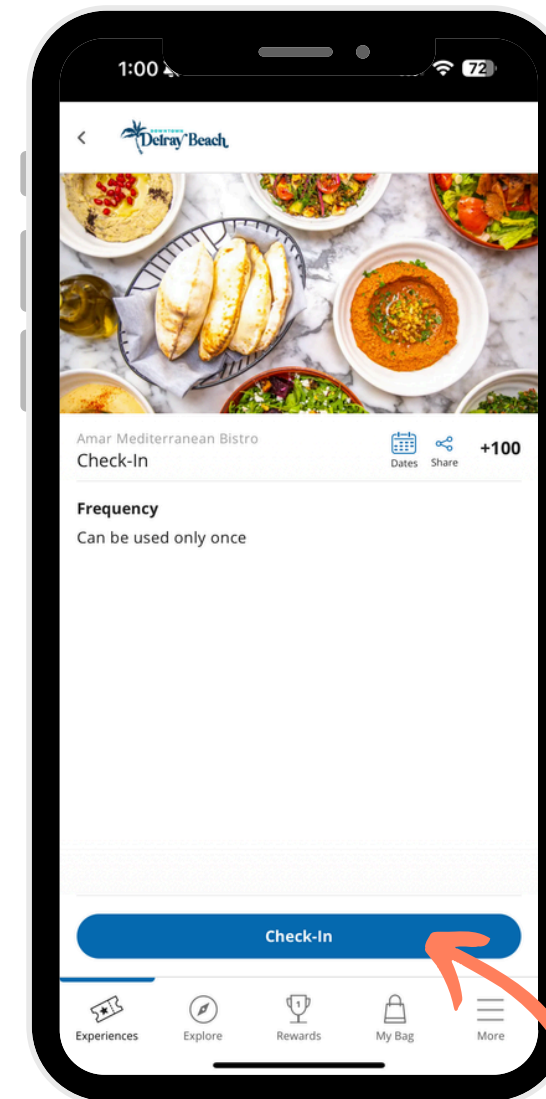
Smoother experience for users • Valuable data for the DDA



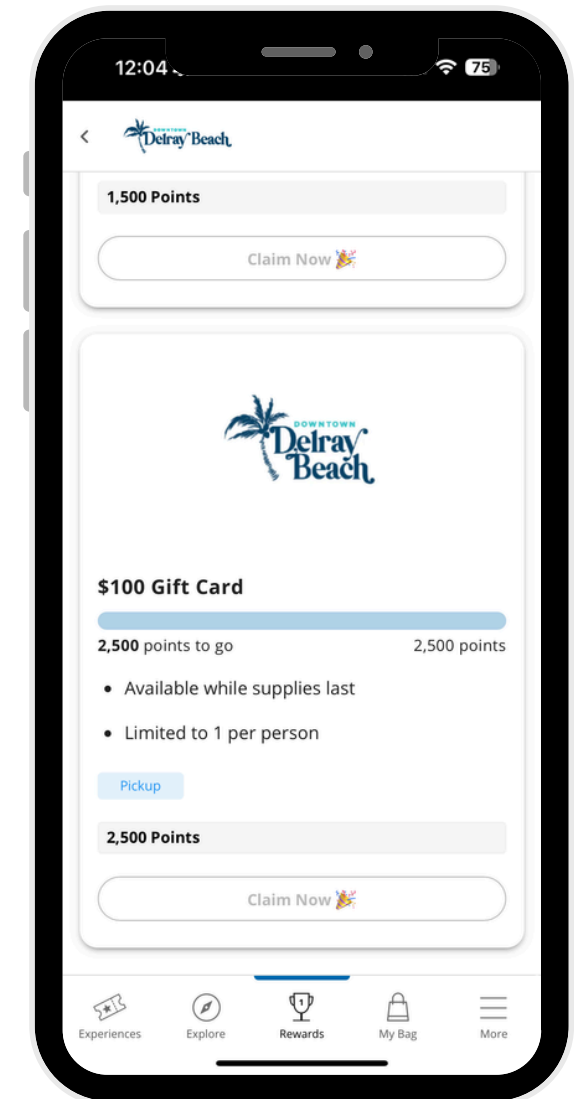
Restaurant Month
Mobile Pass



Guests can see the
deals on the pass



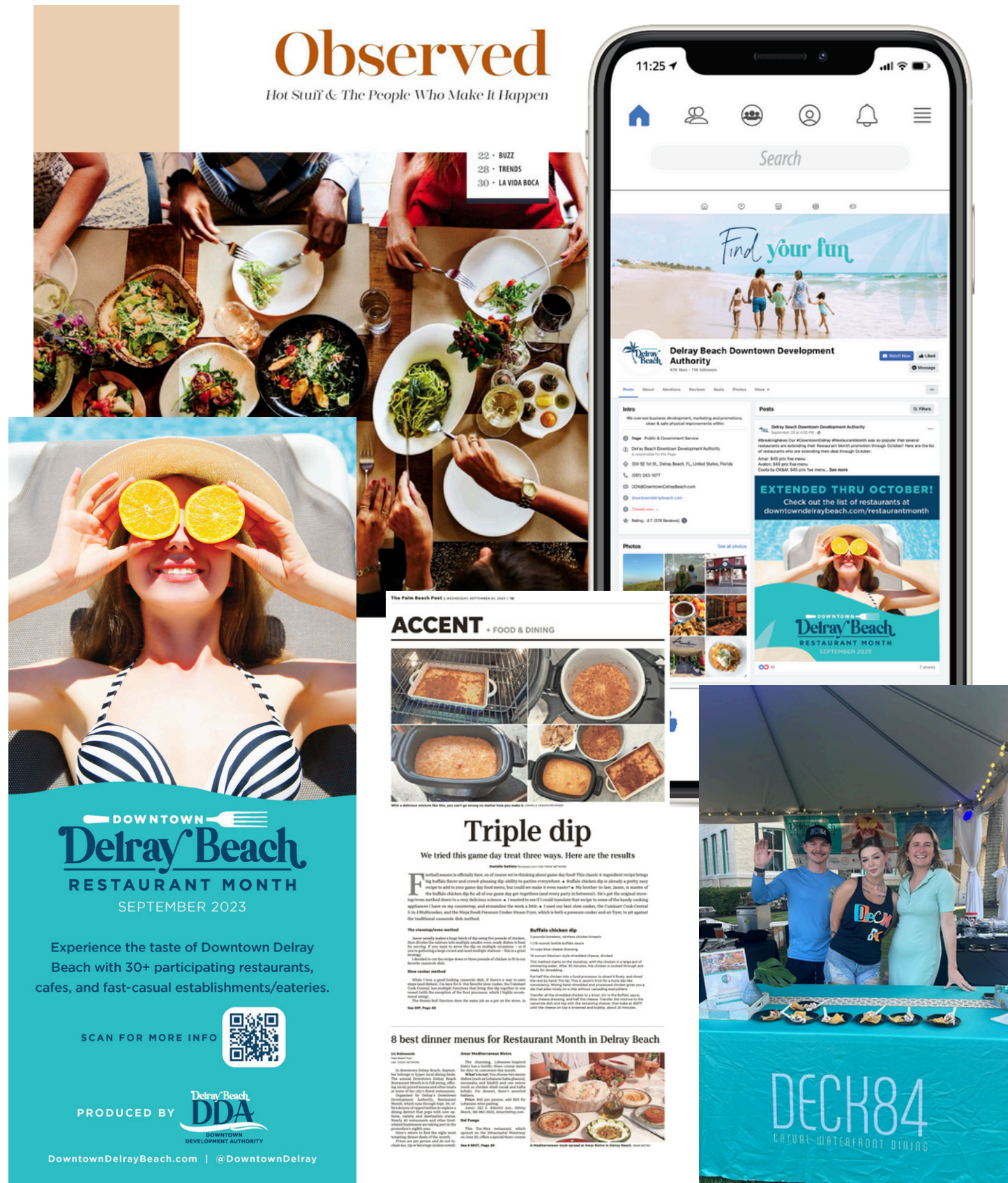
Guests can check-in at
restaurants and get
points



Guests redeem the
points for restaurant
gift cards

Restaurant Month Marketing Plan

September 1 - 30

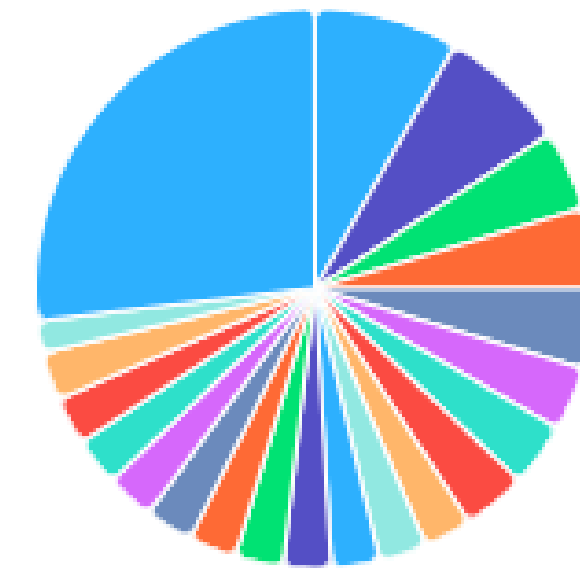


- Print (Rack Cards, Posters, Kiosk Signage)
- Direct Mail (RSVP coupon books, real estate mailer)
- Newspaper (Coastal Star)
- Digital (FB, Instagram, Google Display)
- TV (Broadcast Co-op with DTPB)
- Social Media
- Public Relations
- Website (Dedicated Page)
- Email (Weekly Newsletter)
- Promotion at Concerts & Events

Downtown Delray Restaurant Month Pass Data

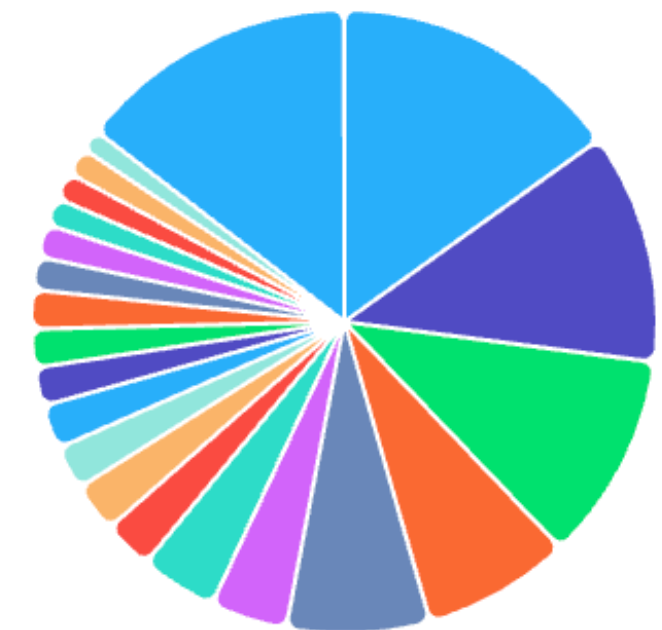


- Sign-ups: 2220
- Check-Ins: 108



- Rose's Daughter
- Jimmy's Bistro
- Bourbon Steak by Michael Mina
- CAMPI Italian
- El Camino
- Anthony's Coal Fired Pizza & Wings
- Avalon Beach House
- Cut 432

#LoveDelray Feel Good Summer Savings Pass Data



- Sign-ups: 2538
- Redemptions: 361
 - Dada: 53
 - Avalon Beach House: 42
 - Old School Square: 38



#LoveDelray Fit with The Cold Collective

August 2nd • Old School Square • 400 attendees

- FITNESS AND COLD PLUNGE EVENT
- PARTNERED WITH THE COLD COLLECTIVE
- DOWNTOWN GYMS OFFERED FITNESS CLASSES
- 30 WELLNESS VENDORS INCLUDING 12 DOWNTOWN BUSINESSES



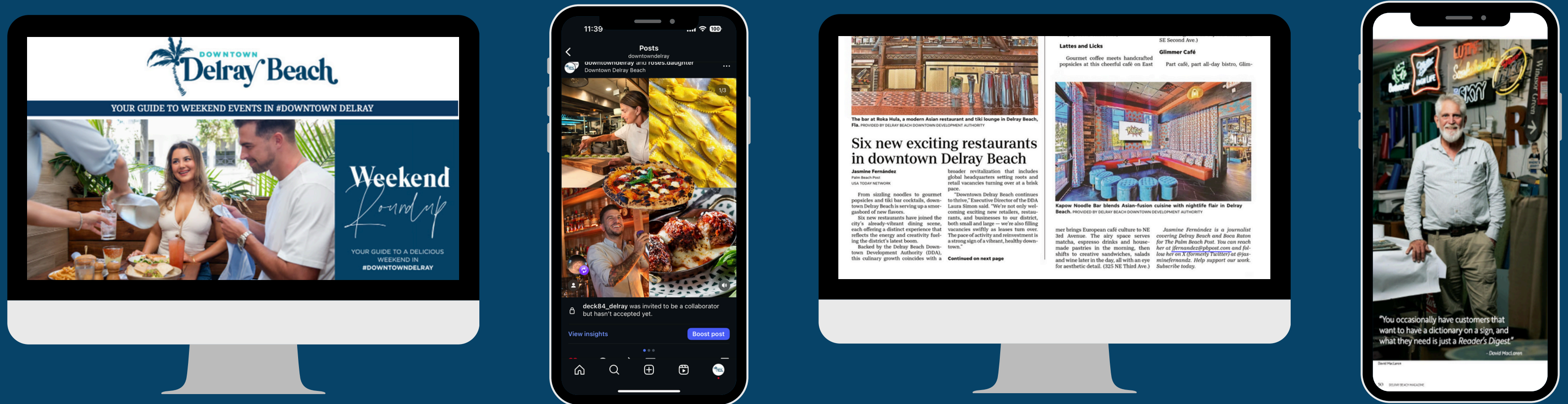
ART & JAZZ ON THE AVENUE

SEPT 10TH • EAST ATLANTIC AVENUE • 6 PM - 9:30 PM

SPECIAL DINING THEME ENCOURAGING RESTAURANTS TO ACTIVATE IN THE STREET AS PART
OF DOWNTOWN DELRAY RESTAURANT MONTH



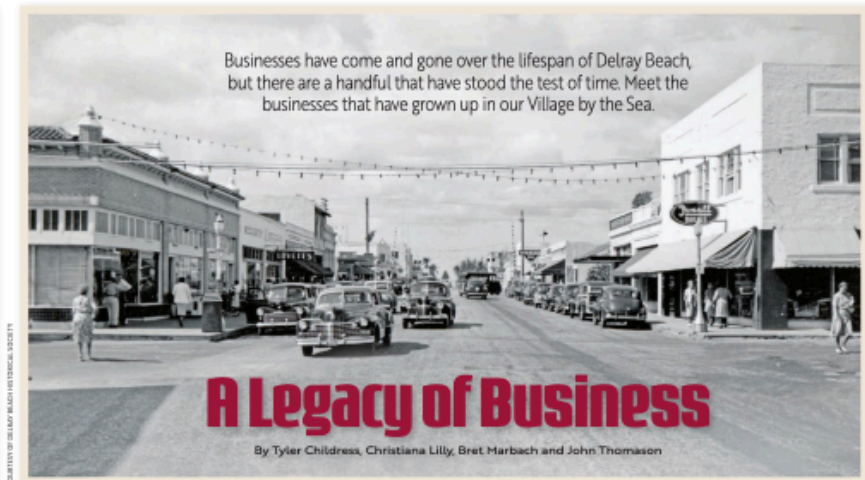
DDA August Marketing Highlights



- Significant growth in email revenue (\$2400 directly attributed to campaigns)
- Nearly doubled social media impressions (+93% YoY)
- Half a million+ ad impressions across paid digital
- Strong PR reach (22.4M audience, \$273K value)
- Steady website traffic highlighting restaurant and event-driven demand

Economic Development

Legacy Businesses in Delray Magazine



By Tyler Childress, Christiana Lilly, Bret Marbach and John Thomason

Atlantic Avenue in the 1940s

Nina Raynor

210 N.E. Sixth Ave., 561/276-5714

YEAR FOUNDED: 1958

ORIGIN STORY: Nina Raynor has stood the test of time, demonstrating its more than just an elegant boutique—it's a long-lived part of the Delray community.

Nina Raynor, Jason's son. "[My mother] hand it and slowly made the transition." This transition helped Nina Raynor create its niche, and in "any business, you need to have a niche, and the store has a niche," Bobby adds.

Beyond the clothing, "People say it's like a mom moment," when entering the store, Bobby says, because of the level of care and attention the staff gives each customer. He prides their attention to detail, the goal is for customers to feel special, leave happy, and receive amazing compliments.



MacLaren Sign Company

318 N.E. Sixth Ave., 561/276-5191

YEAR FOUNDED: 1952

ORIGIN STORY: Anyone who's walked a downtown Delray Beach street in the past 90 years has likely seen the handwork of one of the city's oldest family-owned businesses, MacLaren Sign Company. Founded by Robert MacLaren, the business has been in the care of his son, David, for more than 30 years. "I literally grew up in [the shop] as a kid," the younger MacLaren says.

"I started out mostly fabricating things in the back of the shop and then, little by little, learned how to swing a brush and get good enough that my father would let me actually letter stuff. ... I was 14 when he first sent me out to do service calls for the neon signs. I wasn't old enough to drive, but he let me drive anyway."

MacLaren recalls watching his father's workmen hand-letter signs and bend glass and fill it with mercury to create neon lighting. "That was cool as a kid," says MacLaren, "watching a guy do that and playing with the mercury."

MacLaren has since gone on to make countless signs for local businesses and city organizations like the Community Redevelopment Agency and Downtown Development Authority. Some signs are retired from use and end up right back at the Delray Beach shop, where they cover the walls and form a sort of timeline with their distinct styles from past eras. Among these myriad signs is a metal calendar from the 1950s with the MacLaren's logo embossed at the top; the phone number listed is 399.

BEHIND THE BIZ: The shop's business has

Richwagen Bike and Sport

298 N.E. Sixth Ave., 561/276-6234

YEAR FOUNDED: 1961

ORIGIN STORY: Life has been an endless cycle for the Richwagen family, which has sold and serviced bicycles in Delray Beach for 65 years. A native of Massachusetts, Robert Richwagen grew up as a pharmacist's son in Boston, became a welder at the Boston Shipyard during World War II, and then found employment as a model maker at aerospace giant Pratt & Whitney in Hartford, Conn. He accepted a transfer to Pratt's West Palm Beach campus around 1958, but evidently he never showed up for the job, finding his passion in Delray Beach instead. He opened Richwagen Cycle Center, as it was then called. Robert died of a heart attack in 1988, and his wife and sons took over the business, with Albert Richwagen, 62, currently running the operations.

BEHIND THE BIZ: From go-karts and Vespa scooters to three-wheeled bicycles de-



ALAN HARRIS

46 DELRAY BEACH MAGAZINE



James Greene of Delray Camera & Studio

Delray Camera & Studio

217 N.E. Fourth Ave., 561/278-1331

YEAR FOUNDED: 1972

ORIGIN STORY: By the early 1970s, cameras had shrunk in size and cost, with 35mm film cameras such as the Kodak Instamatic and Honeywell Pentax Spotmatic helping to democratize what once was a luxury item. Local purveyor Lilly's Drive-In Photo, as it was then called, satisfied this boom in picture taking. Delray civic leader Richard "Dick" Brady established Lilly's in 1972, and in 1985 he sold it to Chris Reich, who rebranded it as Delray Camera Shop. Current owner James Greene, who purchased the store from Reich in 2020, remembers buying his first camera from Brady in the early 1980s so that he could photograph his newborn daughter. Greene was then working full-time as a mechanic, but he soon developed an aptitude for photography, encouraged by experts like Reich.

"Chris had someone who wanted their wedding [photographed], and he said, 'I think you'd be a good job,'" Greene recalls. "I said, 'Well, if they want

their transmission overhauled, I can do that.' He said, 'No, your pictures are good, they're sharp, they're focused.' I think you'd be a good job." That her wedding. She told her girlfriend, I shot her wedding, so on and so forth ... here we are."

BEHIND THE BIZ: Two location changes later, the shop, steps from the Harpoon Inn in downtown Delray, is something of a lone survivor. It has outlasted myriad competitors, as cameras, in the age of the smartphone, have become a niche item. "There used to be approximately 20 stores in Palm Beach County," Greene says. "Just four months ago [at the time of his writing], the last one in Palm Beach County other than me closed their doors." Now, as Greene likes to say, Delray Camera & Studio is the only business from Miami to Orlando that sells and processes film—up to 80 rolls a week.

An authorized dealer of Leica, Sony, Nikon, Canon and Fuji, Delray Camera also offers microphones, binoculars, lighting equipment, camera

hubs, photo albums—virtually anything amateur shutterbugs or professional photographers would need to pursue their hobby or vocation—and it rents studio space for \$60 an hour. "We have wild-life photographers, brides, people that are retired who want to take pictures of their grandchildren," Greene says of his eclectic clientele. "I have semi-professionals that work part-time; they may have another job, and take photographs. So they come in for advice, equipment—some rent, some used." Film cameras are most popular, Greene says, among 18-to-35-year-olds, part of Gen Z's embrace of all things analog. And because shops like his are so rare, he won't let customers visit from as far afield as Jacksonville. Among the newer digital cameras, demand has exceeded supply for bodenlike like the Canon G7x point-and-shoot, hopefully ensuring that after more than 50 years, the store isn't going anywhere. "I get five or six calls a day for that little camera," he says. "I order between five and six at a time. They don't come fast enough."

Boston's on the Beach

405 Ocean Blvd., 561/278-3364

YEAR FOUNDED: 1979

ORIGIN STORY: When a group of friends from Worcester, Mass., took over the Old Boston House in 1979, they had their minds set on something bigger than the sleepy cafe that once occupied the space.

"I started by little they transformed the place," says Parquette, creating a space that was equal parts sports bar and music venue, with TVs lining the bar and the walls, and a stage for nightly live music.

"When we opened this place, it would go strong from 11 in the morning through lunch, and a happy hour at 4 you couldn't get in here," says Parquette. "This place [had] like a cult following. It was insanity—everybody wanted to get to Boston."

BEHIND THE BIZ: With time came new challenges for Boston's on the Beach, mainly the burgeoning scene of new restaurants along Atlantic Avenue.

"Back then there wasn't a lot in Delray Beach," says Parquette. "It's been tough lately, because there's a lot of competition."

He recalls in the early days a happy hour "wheel of fortune" that bartenders spun—the number landed on would be the price of drinks for 15 minutes. "We even had a zero-on-it, which many times it landed on zero, but the insurance company made us take that off," laughs Parquette.

While the antics of those halcyon days are behind Boston's, the bar has still found ways to evolve with the times. After being purchased by Ocean Properties in 2006, Boston's underwent a renovation in 2011 that included an overhaul of the upstairs space into the elevated coastal dining concept 50 Ocean, and the creation of its sister bar, Hardbar, a hotspot for crowds to cool off with a frozen rum runner after a day on the beach.

Through all the changes, the characteristic



ALAN HARRIS

northeastern charm at the core of Boston's, which has attracted generations of visitors, has remained. It can be seen in the Boston sports-themed tables, the jersey lining the walls, and in the staff, many of whom have been with Boston's for decades. Corporate Beverage Director Mike Wilkinson joined as a server almost 30 years ago,

and her love of Boston's has kept her rehired ever since. "When you start here as a kid and you grow up with it, you care about everything; you care about the flooring, you care about the walls, you care about the staff; you care about what goes on the menu," she says. "It just becomes part of you."



Standing: Dedrick Straghn, Jessica Straghn and Randy Straghn. Seated: Randall Straghn, Rick Straghn and Lynwood Straghn

Straghn & Son Tri-City Funeral Home

26 S.W. Fifth Ave., 561/272-8396

YEAR FOUNDED: 1980

ORIGIN STORY: The Straghn name is well known in Delray Beach—Alfred "Zack" Straghn was a native son, and even after his death, the name lives on with his children and the family business.

After working for another funeral home for more than 20 years, Straghn and his wife, Ekka, purchased the building on Southwest Fifth Avenue and transformed it from an apartment and retail space into a funeral home. "My mom and dad, they prayed for this funeral home," says Straghn's son, Randy, who now runs the business. "They prayed to God. They said, 'Father, if you give us this funeral home, we'll give it back to you.' So we look at it as a funeral home, per se. We don't look at it as a funeral home with a ministry."

BEHIND THE BIZ: The first time Randy Straghn picked up a body for burial, he was in the third grade. He didn't know it then, but his

father did—the maturity and respect the youngster showed proved he could take over the family business one day. "Death is nothing to play with. It's painful, it's hurtful, and you got to have that comfort that we give families," Randy says. "That's what Straghn & Son is all about. It's a funeral home that really cares about people."

The home has two burials, two cremations, a pickup van, a pickup truck and a lead car. They don't use a third party to do removal; the Straghn team to ensure quality control from beginning to end. That includes guiding families through the legal process of requesting copies of death certificates, executing wills and handling the deceased's bank accounts.

Of the roughly 40 employees at Straghn & Son, about a quarter are family members. Straghn's four children work in transportation, public relations, legal representation and makeup services—"My daddy taught her very well," Randy says, of

his daughter's skills. And at 95, his mother still has the final say in all decisions. "Don't let her do it! You, she's 95 years old but sharp as a whip. ... When we have funeral services, I have to give her a schedule, and she gotta look at that schedule. That schedule ain't right? She's gonna tell me."

The funeral home has sponsored the Delray Rodeo football and cheerleading teams, and devoted to local causes. And thanks to Zack, the city's beach is dog-friendly; a plaque was installed in his honor in 2024. Randy's late brother, Keith, founded the family's annual Thanksgiving meal giveaway in Pompano Park.

When Zack passed away in 2020, a family friend came to Randy and told him that his father came to her in a vision. "Told [Randy] his father relayed, 'run the funeral home how he want to run it, but don't change the core.' And that he has—updating the business with the times but never forgetting the tenets of respect, empathy and fellowship."

Green Owl

115 E. Fourth Ave., 561/270-7894

YEAR FOUNDED: 1983

ORIGIN STORY: As Atlantic Avenue has evolved into a hotspot of trendy dining concepts with pricey menus, there's one unspoken rule of local dining that rings as true now as it did in 1983: If you want a quality breakfast at an affordable price, Green Owl is the place to go.

"When I started, one of the breakfast specials was \$1.25; the other was \$1.75," recalls David Gensman, who began working at the restaurant in 1983 when his mother took over the cafe. "When my mom brought it, there were big signs outside. Photographs signs that said 'Green

"I am so blessed. Everybody that comes in the restaurant are really good people."

- David Gensman

Owl, and they lit it up at night," Gensman says. "My mom couldn't afford to change the [sign], so she decided to keep the Green Owl name."

Gensman's mother, Carol Savage, ran the Green Owl for its first seven years before selling it to a local couple. "She wanted to get rid of it, but she didn't think I was ready to buy it, and she was right," says Gensman, who stayed on and managed the restaurant until finally purchasing it in 1995. "I learned a lot when I bought the place in '95. I learned that they weren't paying me enough for what I was doing," he jokes.

As Delray's dining scene changed, Gensman bucked the trend of his downtown neighbors by keeping his prices low and his menu simple, an approach that has endeared him to generations of loyal patrons. "I get kids that were in a high chair coming here; now they drive here for breakfast," he says.

BEHIND THE BIZ: After rising rent costs pushed Green Owl off Atlantic Avenue in 2015, Gensman relocated to its current location on Southeast Fourth Avenue. While he misses the honey feed of the former space, he finds the new location better suits the needs of the restaurant. "It was old, it was a mess, but people felt comfortable in there," Gensman says of the



David Gensman

former location, but the new location provides a better space for serving guests. "The flow is so much better," he says. "This place is a lot more manageable, which is good for me, because I'm getting older every day."

Despite the rising costs of keeping the restaurant in Delray Beach, Gensman couldn't imagine relocating anywhere else. "There's a lot of locals that I don't want to leave," he says. "They're supported me for 25 years. Plus, I love Delray. I love the downtown vibe."

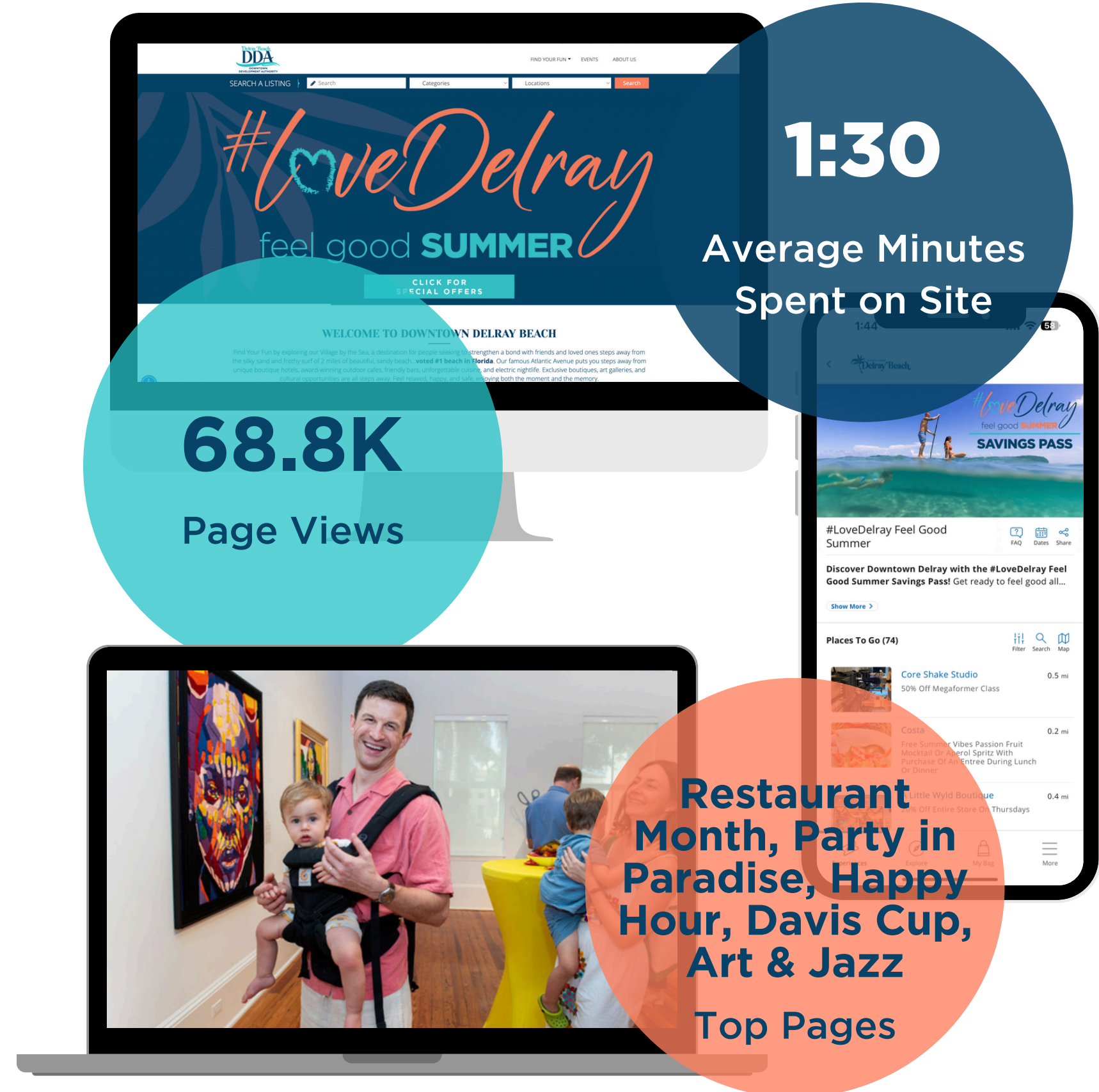
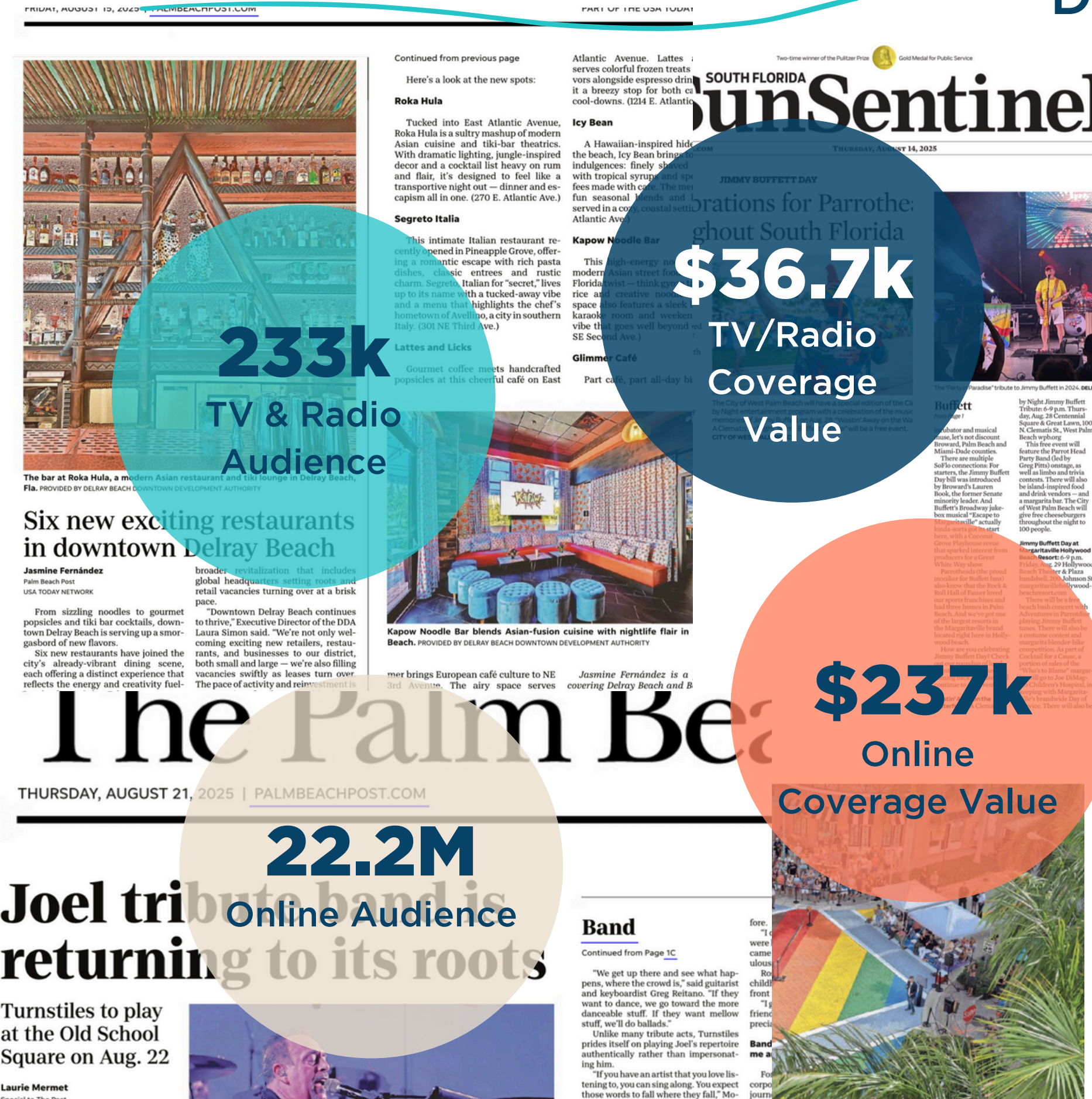
As for keeping a business running for so long in such a competitive dining scene, Gensman's biggest asset has been the restaurant's consistent quality and warm staff.

"[The staff] pretty much know 80% of the people and already know what they're going to order when they walk in the door," says Gensman. "I know how important that is. You don't want to see a different face every time you go into a restaurant." ☺

August 2025

DDA

WEBSITE



EMAIL BLASTS

August 2025
DDA

SOCIAL MEDIA



27,493

Contact List



47%
Avg Open Rate

Your Last Chance for the Summer Heatwave of Deals

#LoveDelray
feel good SUMMER

We invite you to Downtown Delray Beach to celebrate wellness,

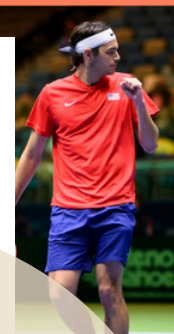


Fins Up for Summer's End: Jimmy Buffett Tribute in Downtown Delray!



117K
Emails Sent

Party in Paradise: Delray's Tribute to Jimmy Buffet



Davis Cup: The World Cup of Tennis



September First Friday Art Walk

Friday, September 5 | 6 PM - 9 PM

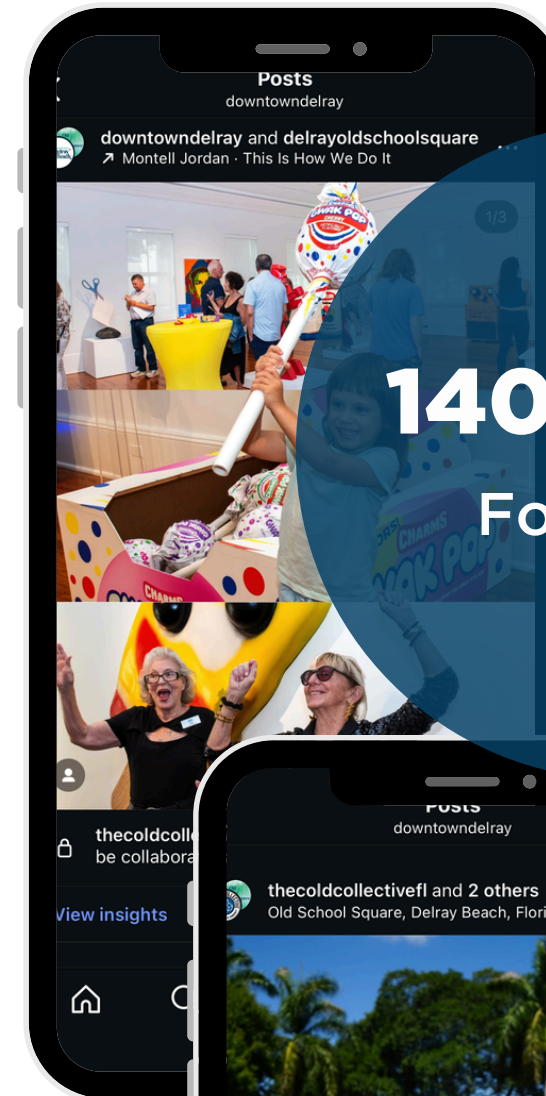


\$2.4K
Total Revenue
from emails
sent



Pilates in the Park

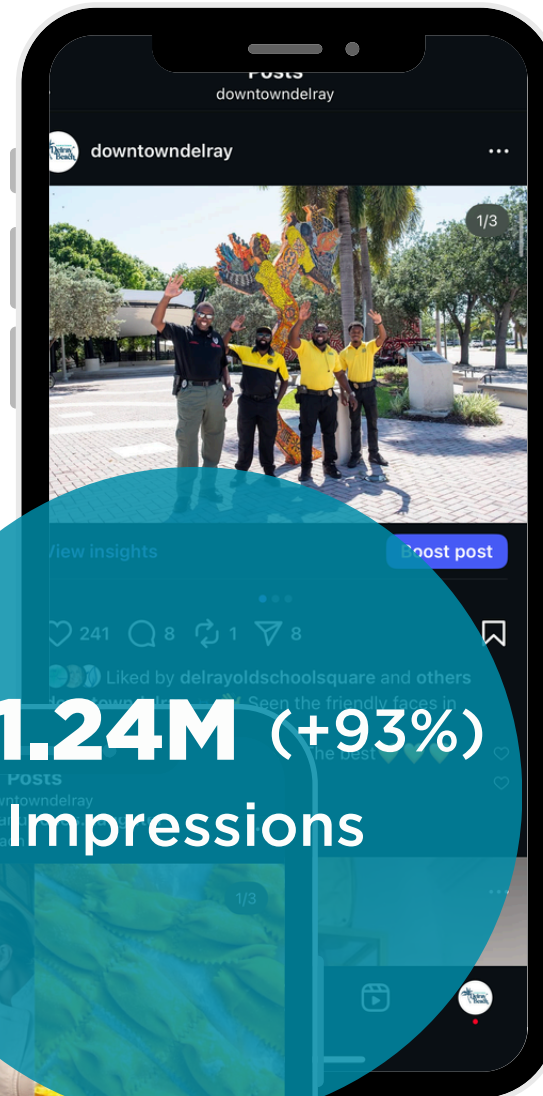
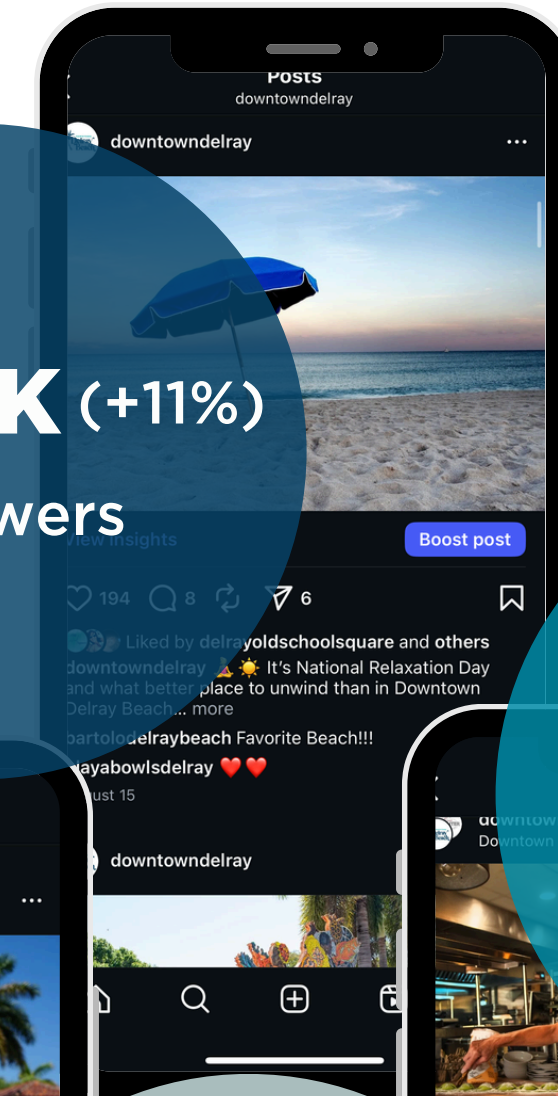
Start your morning grounded, strong, and aligned—right in the heart of downtown Delray! Join us for our Wellness Wednesdays for an outdoor pilates series lead by FORME Pilates. This class is \$15 per person.



140.3K (+11%)
Followers



12.4K (-18%)
Engagements



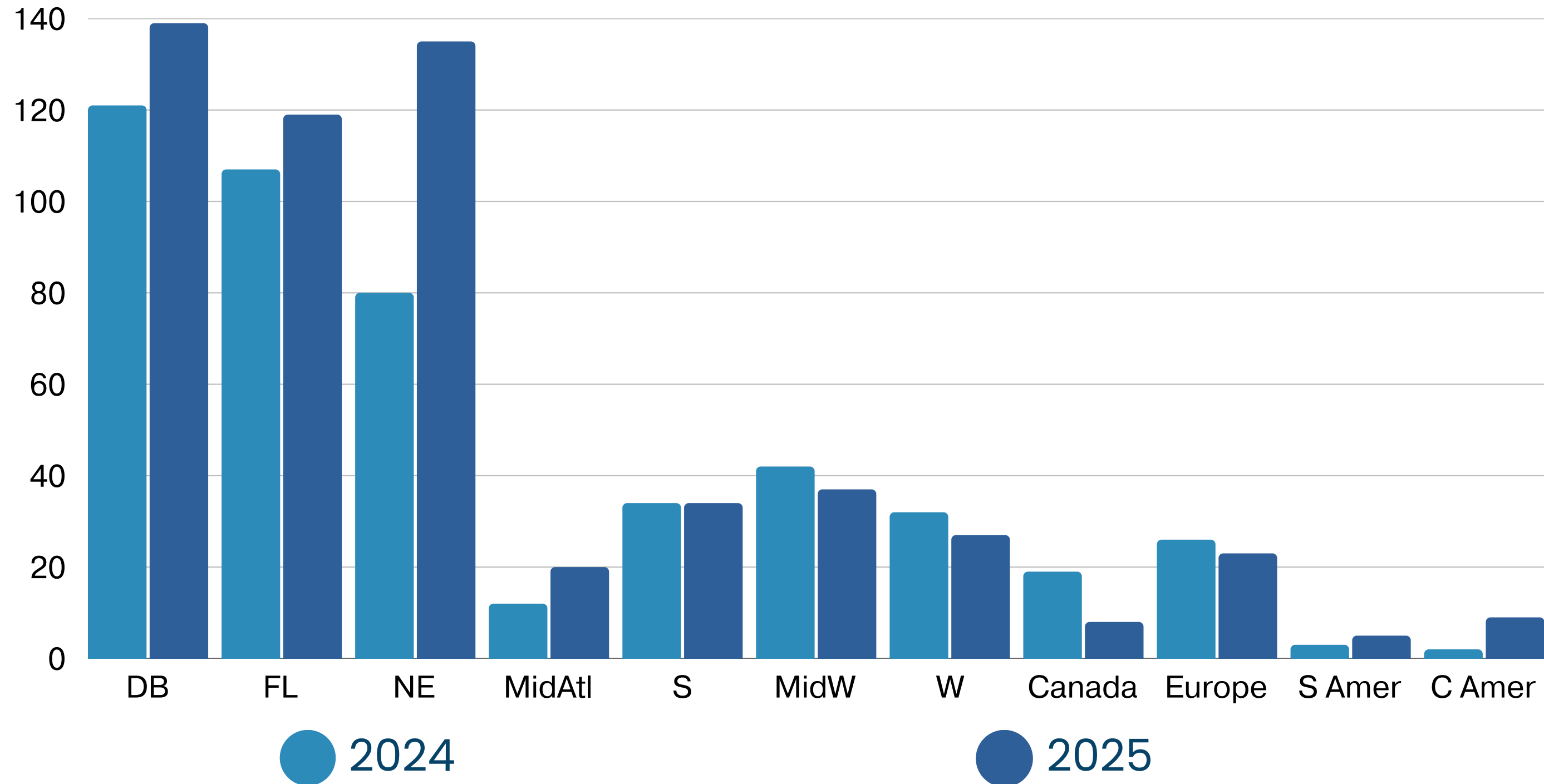
1.24M (+93%)
Impressions



Visitor Information Center

AUGUST VISITORS SERVED = 573

UP 20% FROM PY



55 Phone calls answered

Visitor Information Center

AUGUST HIGHLIGHTS

Museum Tour and Talk

Kapow



Visit Palm Beach Boat Tour



Spotlight: 3 Natives



Ambassadors & Beachkeepers



DOWNTOWN SAFETY:

- Homeless Interactions: 159
- Individual Interactions: 156
- Cars Blocking Roads: 8
- Merchant Assist: 19
- Feces: 2

DOWNTOWN CLEANLINESS:

- 7 days/week litter pickup
- Volunteers work 168 hrs/week
- 2 blocks N & S of Atlantic Ave
- 3400 gallons of litter/month

COMING UP IN DOWNTOWN

September 1st - 30th: **Downtown Delray Restaurant Month**

September 10th: **Art & Jazz on the Avenue • East Atlantic Avenue**

September 12th & 13th: **Davis Cup (The World Cup of Tennis)**

September 20th: **#LoveDelray Yoga & Music Experience with MC YOGI**



Old *School* Square

Old School Square

VISITS TO CAMPUS

August 1 - 31, 2025

17K

(+13.3% over previous year)

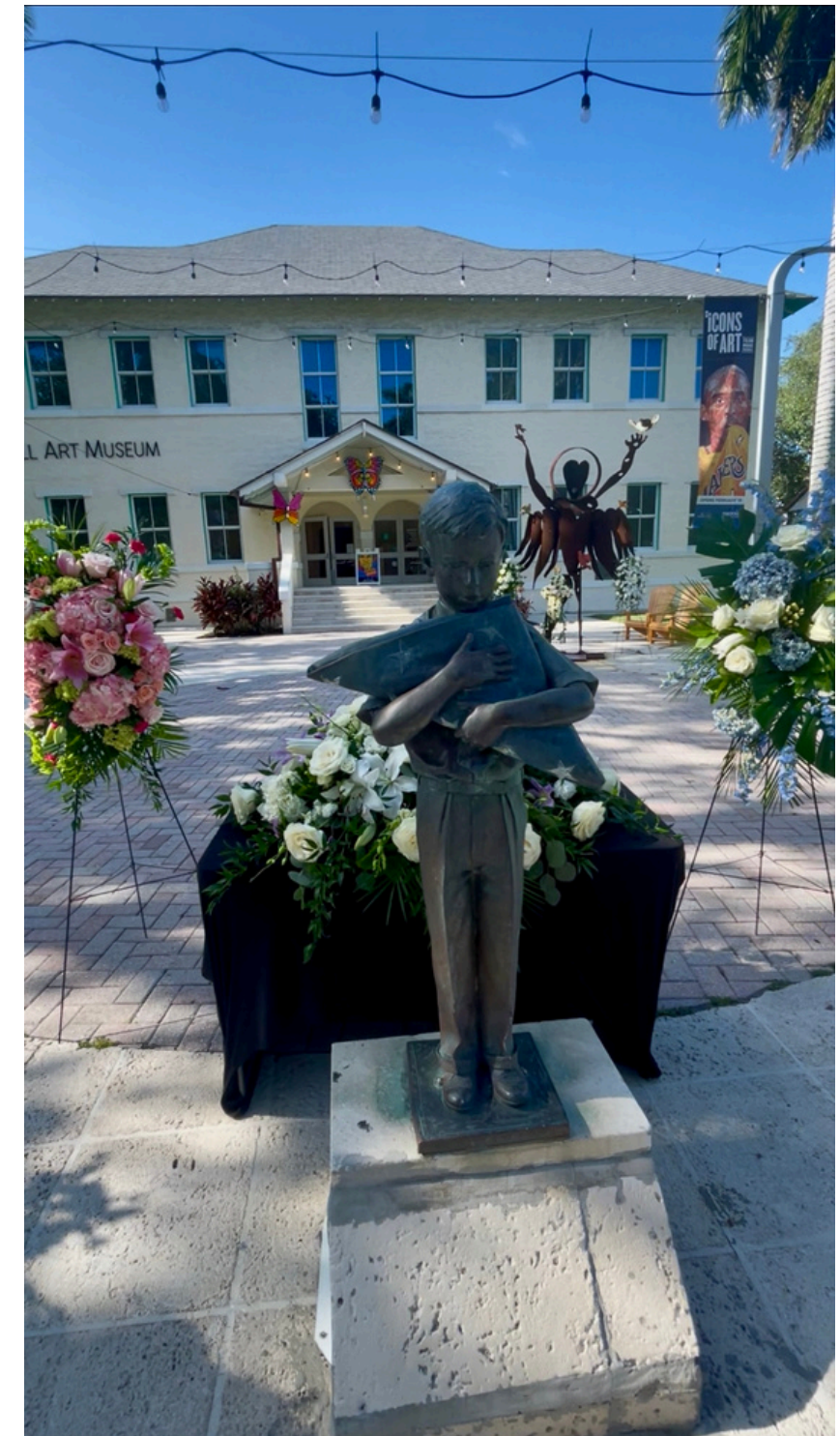


Cornell Art Museum

AUGUST TOTALS: ATTENDANCE: 1,068 • DONATIONS: \$2,525
MUSEUM STORE: \$1,400 • DOCENT HOURS: 200+

FFAW - 8/1/25 - 296 ppl

- Art Connect Artists live painting
- Live Music by Phil Fest
- Frances Bourque Memorial



WPTV Shining a Light - TA Walker

Pop Culture Exhibition - August 7, 2025

Featuring Artists: Ashleigh Walters, Harold Caudio & Damian Fitzsimmons



Farindola International Art Festival 2025 - Outreach

Seven South Florida Artists invited to Participate

August 19-31 - Farindola, Italy



Chamber of Commerce - Museum Outreach

4th Annual Focus on Women Summer Soirée – Orange You Glad You Came?

Sklar Furnishings ~ August 26 ~ Over 300 guests



Staffed by
Pam Lambie,
Museum Coordinator



Increase in Docent-Led Tours!

August 10 - Boynton Valencia Grand - 15 ppl

August 21 - Polo Trace - 15 ppl

August 28 - Private Tour - 4 ppl

August 28 - Mosaic Artists from Orlando - 12 ppl
(Traveled on Brightline!)



Next Up for Fall!

**Dorothy Gillespie Retrospective:
Color in Motion - October 18, 2025**



**Crystal Bacchus Spotlight
October 18, 2025**



**Primitive to Surreal ~ Gustavo Novoa
November 14, 2025**



Free Sunset Concert

August 22 • Billy Joel Tribute “Turnstiles” • Attendance: 2100

VIP NEARLY SOLD OUT!



Party in Paradise: Delray's Tribute to Jimmy Buffett

August 30: Official Jimmy Buffett Day in Florida

Tickets Sold: 1143 • VIP SOLD OUT!

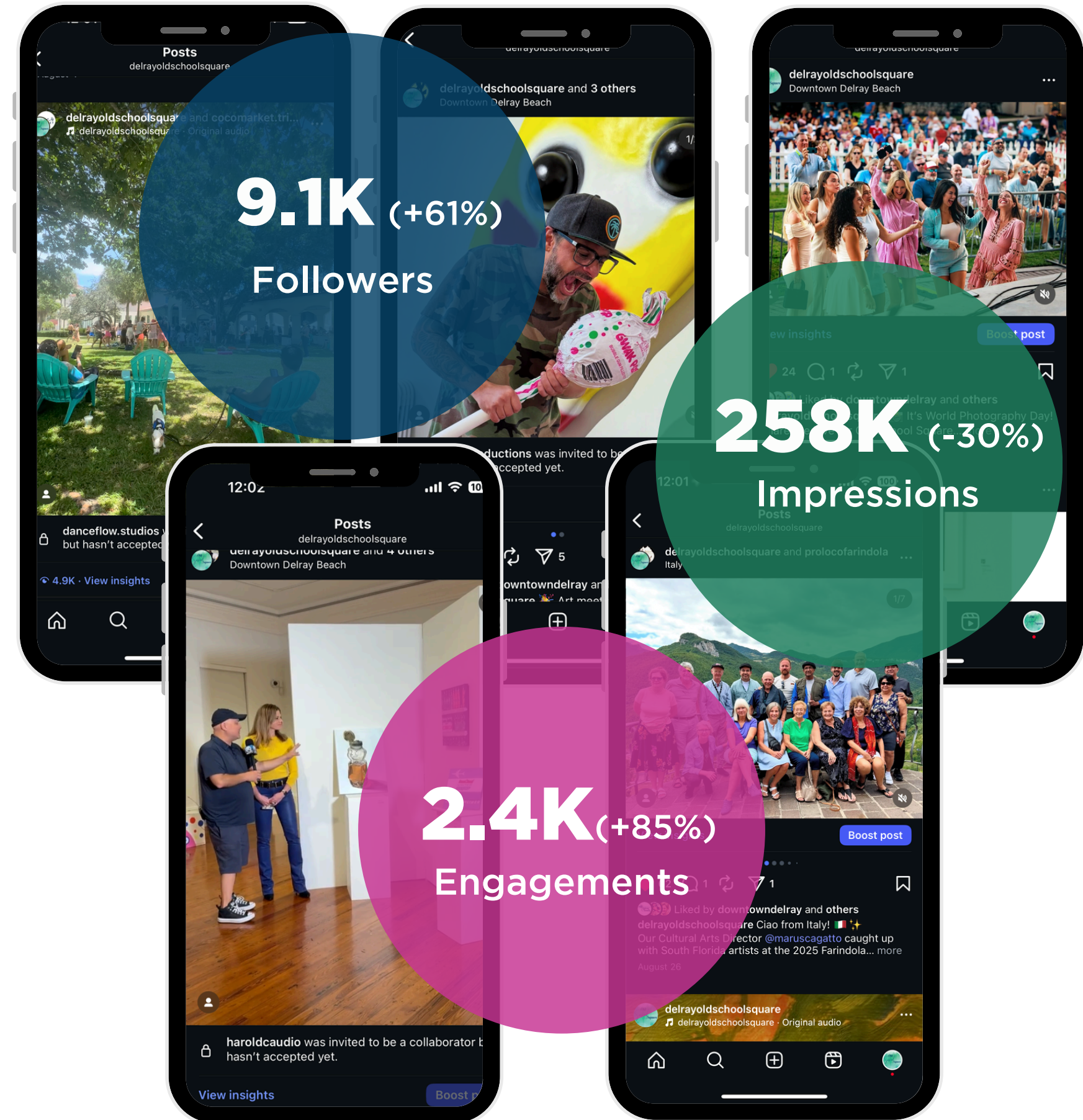
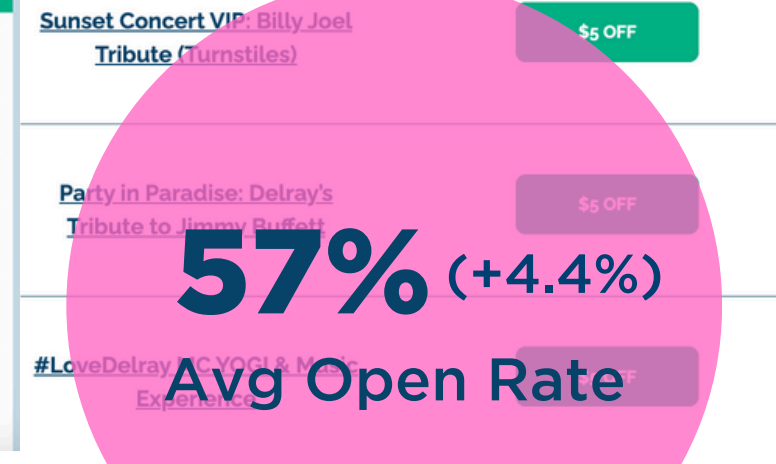
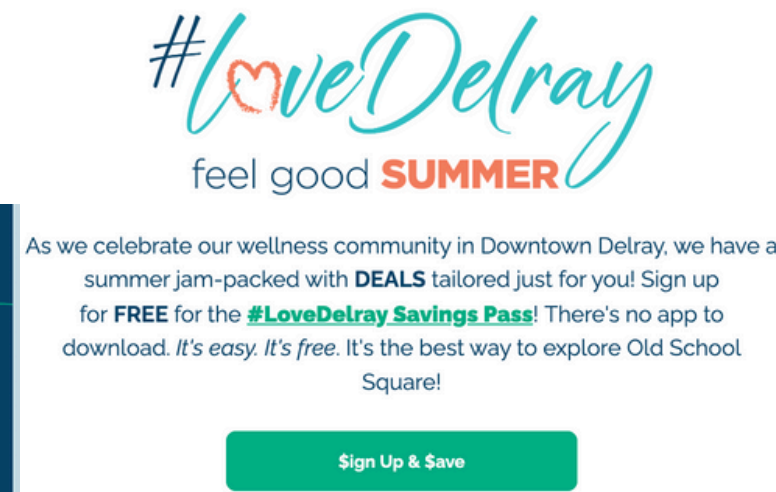


EMAIL BLASTS

August 2025
Old School Square
*compared to Jan 2024

SOCIAL MEDIA

Old School Square



PUBLIC RELATIONS

August 2025

Old School Square

WEBSITE

Advertise With Us


City Watch Food And Drink Lifestyle A&E

boca
magazine

Current Issue Partner Profiles Calendar

Latiné Theater Lab, one of South Florida's newest theatre companies.

FRIDAY



What: First Friday Art Walk

When: 6 to 9 p.m.

Where: Downtown Delray Beach

Cost: Free

Contact: 561/243-1077, downtowndelraybeach.com


This weekend, downtown Delray Beach's myriad art spaces play host to a bevy of special activities in conjunction with the city's monthly Art Walk. Friday marks the opening of Arts Warehouse's newest exhibition, "Modular," which showcases the latest work from the venue's 13 resident artists. Over at Old School Square, guitarist Phil Fest will

art: South Florida artist uses Skittles

e iconic portraits


ition invites visitors of all ages to immerse themselves in a dynamic sh

ments and cultural innovations, artfully connecting the past with the pr




yourself in a vibrant world of creativity at Delray Beach's Cornell Art Museum. This morning, L.A. is shining a


re' exhibition.



At WPTV, It Star
Listening



ADVERTISER



\$5K

TV/Radio
Coverage
Value

2.1M

TV & Radio
Audience

16K

Page Views



4. Coco Market at Old School Square



1.3B

Online Audience

\$9.2M

Online
Coverage Value

Party in Paradise,

Dirty Dancing, FREE

Sunset Concerts,

Cornell Art Tribute Series

Museum, Icons of Theatre

Art

Top Pages



16K

Page Views



1:30 Min

Average Minutes
Spent on Site



Party in Paradise,

Dirty Dancing, FREE

Sunset Concerts,

Cornell Art Tribute Series

Museum, Icons of Theatre

Art

Top Pages

Coming Up at the Square

September 20th: Yoga and Music Experience with MC YOGI

October 3: First First Art Walk

October 5: Coco Market Wellness Festival

October 18: Dorothy Gillespie Art Exhibition Opening at Cornell

October 25: Delray GreenMarket Returns!

