



Welcome!

SUNNY GREETINGS FROM DOWNTOWN DELRAY BEACH!

On behalf of the Downtown Development Authority team and board, welcome to our Village by the Sea! We are here to advocate for your business and help you thrive and succeed. Our team looks forward to supporting you and your business and are here to help you with your new venture.

The DDA is the Downtown Management Organization which is funded by a tax on the physical properties within our district. That means each property owner in the downtown district pays a portion of their property taxes to fund our organization. Our district runs along Atlantic Avenue from I-95 to the beach. The DDA organization has made a tremendous impact on the revitalization of Downtown Delray Beach over the past 53 years.

The DDA focuses on three main areas of interest to help promote the Downtown and its property and business owners within the DDA district. Our three areas of focus include: **MARKETING, PLACEMAKING,** and **ECONOMIC VITALITY.** The DDA stimulates, enhances, and sustains the economic strength of Downtown Delray Beach and the quality of life enjoyed by locals and visitors.

As a business owner within the DDA district, you are automatically a part of the Downtown Development Authority. Please take advantage of the services we provide, as well as be involved with our many events and programs produced throughout the year. Review the back of this letter to see the many ways the DDA works to help our businesses thrive, as well as ways you as a business owner can be involved! The DDA team is here to assist and be the liaison to the City and other agencies on many of the needs you have as a business owner in Downtown Delray Beach.

Again, welcome to the Downtown, and we look forward to getting to know you and your business. Feel free to stop by our office any time to meet the team - 350 SE 1st St., Delray Beach.

Warm Regards,

Laura Simon

Executive Director of the DDA and Delray Beach Native
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DDA Mission Statement

Stimulate, enhance, and sustain the economic vitality of downtown Delray Beach and the quality of life enjoyed by locals and visitors.

DDA Responsibilities

The DDA focuses on three main areas of interest to help promote downtown property and business owners within the DDA district - **Marketing, Placemaking, and Economic Vitality**.

Funding

The DDA is funded through an ad valorem tax on downtown property owners. This funding is then used to create the DDA annual budget and is reinvested back into the downtown district.

THE POWER OF THE DDA MARKETING

The DDA is the main marketing organization for the downtown district, investing over \$350,000 per year in marketing and events specifically for the downtown.

Marketing Vehicles:

Website: downtowndelraybeach.com

Social Channels:

- [Facebook.com/downtowndelray](https://www.facebook.com/downtowndelray)
- [Instagram.com/downtowndelray](https://www.instagram.com/downtowndelray)
- [Twitter.com/downtowndelray](https://twitter.com/downtowndelray)
- [Linkedin.com/company/downtowndelray](https://www.linkedin.com/company/downtowndelray)
- [TikTok.com/@downtowndelray](https://www.tiktok.com/@downtowndelray)
- [YouTube.com/@downtowndelray](https://www.youtube.com/@downtowndelray)

Email List: 20,000 for weekly B2B and Weekend Roundup emails

Events: Savor the Avenue, Art & Jazz (4x per year), Restaurant Month, Mother's Day Orchid Giveaway, First Friday Art Walk (12x per year), Trick or Treating on the Ave, Shop Small

Digital Marketing/Advertising Statistics:

- Website Annual Visitors: 1.2M
- Website Page Views: 673k
- Total Social Media Impressions: 10M
- Total Social Media Following: 129k
- Total Impressions in PR Media: 10M
- Annual PR Reach: 434M
- Annual PR Value: \$2.7M

WAYS TO BE INVOLVED

Participate in Downtown Delray events:

The DDA is the hub for street events, art shows, dining events and more. Be open during these events or sign up to activate out front or be a vendor.

Create and update your Merchant landing page: Each business in the downtown district has a full web page on our website: downtowndelraybeach.com, which has very strong SEO. Merchants can upload photos, videos, promotions, events and more.

Promote your business at the Visitor Information Center: Provide 4 x 9 rack cards to be passed out with info regarding your business. The Visitor Information Center at Atlantic Avenue and A1A is open daily 9am-5pm and interacts with 30,000+ visitors a year.

Tag us on Social Media: We have a STRONG social media presence. When you create content on your pages, please tag @DowntownDelray so that we can share it!

Sign up for our Marketing Campaigns: Leverage our powerful marketing to promote your business! We have several marketing campaigns that we produce during the year, including Restaurant Month and #LoveDelray. Be sure you are signed up for these campaigns to get the exposure.

Attend our Merchant Meetings: We host monthly meetings to update our downtown businesses on events, road closures, city policy changes and other issues impacting your business. Sign up for our B2B emails to stay updated on meeting dates and other information.

Sponsorship Opportunities: Partner with the DDA annually or sponsor individual events to maximize exposure for your business!

Connect with us:

Laura Simon: LSimon@downtowndelraybeach.com **General Information:** info@downtowndelraybeach.com
Visitor Center Contact: BJ Sklar - bjsklar@downtowndelraybeach.com