



DowntownDelrayBeach.com

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Dear Business Owner or Merchant,

Welcome to Downtown Delray Beach! The Downtown Development Authority is thrilled to have you as a part of the distinctive social fabric that makes up our award-winning downtown. We are here to advocate for your business, and to help you thrive and succeed in Downtown Delray. Our team looks forward to partnering with you to make your venture a very successful one!

The Delray Beach Downtown Development Authority (DDA) is a taxing authority created by the State of Florida in 1971 in response to an overwhelming interest from the Property and Business Owners. Charged with reinvesting the Ad Valorem tax, which funds the DDA, back into the Downtown, the Authority focuses on three main areas of interest to help promote the downtown and the property and business owners within the DDA District. Through our three key areas of focus: **Marketing** the DDA District, **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.

In this packet you will find information about the DDA, how you can be involved and useful reference tools to help you make Downtown Delray Beach home.

- Guide to Doing Business
- Who to Call Brochure
- 2017 Guide to Downtown Delray Beach
- DDA Fact Sheet & District Map
- Upcoming Meetings – we encourage you to attend!
- DDA Events & Programs – participate & be involved!
- Marketing & Advertising Initiatives for Downtown Delray Beach

Sincerely,

A handwritten signature in blue ink that reads "Laura Simon".

Laura Simon
Executive Director

FACT SHEET

Mission:

The DDA stimulates, enhances and sustains the economic vitality of downtown Delray Beach and the quality of life enjoyed by locals and visitors.

Overview:

As defined by a special act of the Florida Legislature, the Delray Beach Downtown Development Authority (DDA) is a dependent special taxing district created in 1971 with the authority to perform the following functions:

- Analyze the economic conditions and changes occurring in the downtown area, including the effect of such factors as metropolitan growth, traffic congestion, parking, and structural obsolescence and deterioration.
- Formulate long-range plans for improving attractiveness and accessibility to the public of Downtown facilities, promoting efficient use thereof, remedying the deterioration of property values and developing the Downtown area.
- Recommend to the city, business and property owners, residents the best actions for implementing downtown development plans.
- Participate actively in plans and programs to encourage economic growth and promotion of the downtown as a prosperous Downtown area.
- Carry on all projects and undertakings authorized by law and within the limits of the powers granted by law, and such additional public projects and undertakings related to the downtown area as the City Commission may assign to it with its consent.

History:

The Delray Beach Downtown Development Authority (DDA) was created in 1971 upon the request of local business leaders out of a need to assist the Downtown merchants and property owners.

In the 1960's Delray Beach was prospering and growing with year-round tourism, many staying to become new residents. With growth of the visitors came traffic problems. For years Atlantic Avenue was the primary east-west artery, between West Palm Beach and Pompano Beach, connecting highway 441, the Turnpike and U.S. Highway 1. Trucks (semis and transports) lined Atlantic Ave. to reach US 1 to go north or south to neighboring communities. This heavy traffic together with influx of shoppers came to a head in 1968.

A new zoning code was adopted by the city increasing parking requirements for the properties. This was detrimental to the downtown and led to increased vacancies. Local leaders petitioned the tax payers within the Downtown and with a 90% vote the Downtown Development Authority was established. This would allow the district to have its own rules and regulations. The area would levy a tax that would be reinvested back into the district. In 1971 the State Legislature passed House Bill 1250.

History (continued):

The DDA began to assist with the redevelopment of the parking and traffic planning at its inception:

- Reduced through-traffic flow on E. Atlantic Ave
- Removed large truck traffic through Atlantic Ave
- Developed parking areas within the district

Within the next years the DDA achieved the following goals:

- The “in-lieu” parking fee was established by the DDA to generate funds for the creation of additional parking facilities within the legislated central business district.
- Purchase of the Bonaire Hotel to create, between Swinton Avenue and the FEC railway, a municipal parking area (now “Worthing Place”) and a landscaped vista, “Worthing Park”.
- Create the SE 1st street railroad crossing and extend the roadway to form the one-way east-west pair for traffic by-passing Atlantic Avenue. This also served as a detour to divert truck traffic from Atlantic Avenue in the downtown area.
- Encourage and help the private sector develop and create public parking areas: CC Cook Company traded property on 4th avenue to extend the municipal parking lot behind Hand’s, and Roy Croft (Ace Hardware) donated his property as his in-lieu fee.

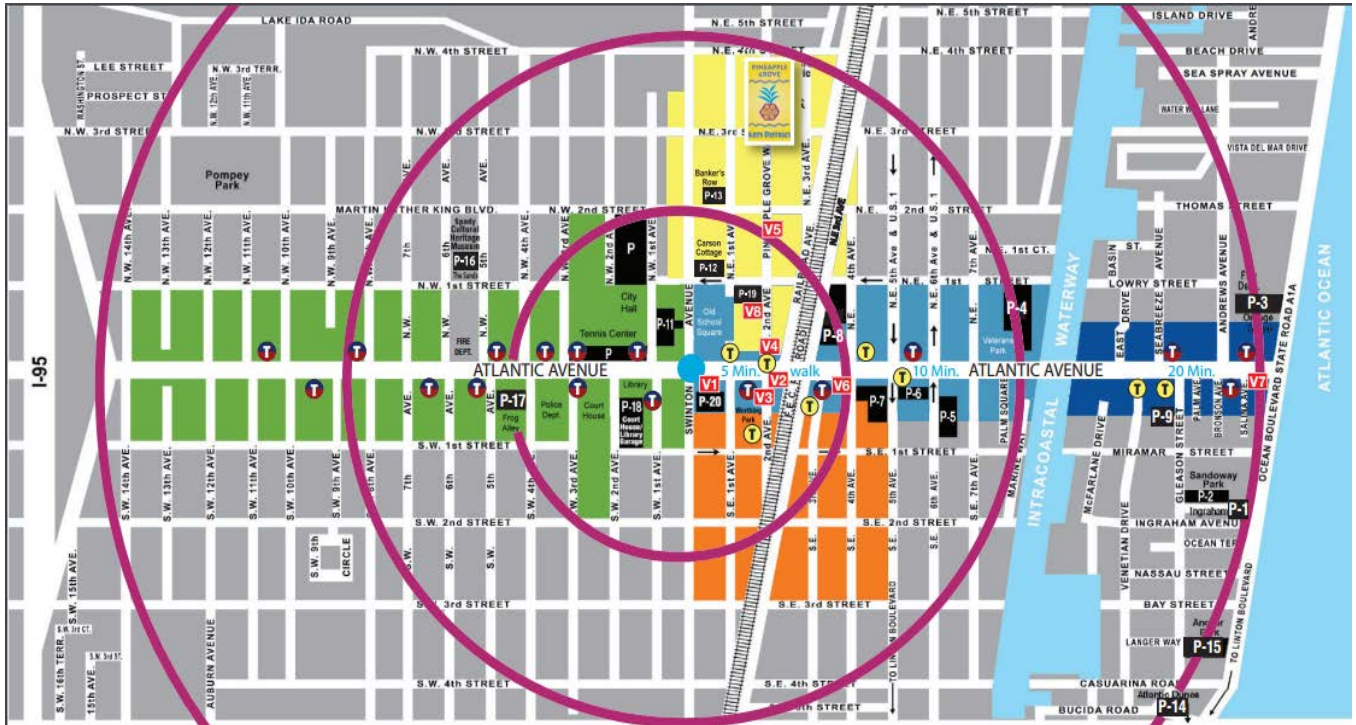
The Downtown Development Authority has been actively involved in planning, marketing, serving and developing our City’s center. As an advocate for the businesses and property owners in its district, the DDA oversees business development in partnership with the City. The Authority ensures that businesses grow and prosper here by gathering data about the district, promoting it as a place to live and work, facilitating a clean and safe community and enhancing physical improvements.

Funding:

The DDA is funded through an Ad Valorem tax. An Ad Valorem Tax is levied on all property within the Downtown Development Authority annually by the Palm Beach County Tax Appraiser. The current tax rate is 1 Mill (.001) on each dollar of the tax base. The purpose of the tax is to reinvest the funds back into the district through operations, marketing-promotions, place making, and economic development programs.

Boundaries:

The district is comprised of 340 acres east of I-95. The boundaries of the DDA district are Atlantic Ave east from I-95 to the high tide mark; Swinton Ave north to NE 4th Street and east to NE 6th; Swinton Ave South to SE 2nd on the east side and east to SE 6th Ave. The area is a blend of commercial, residential, city and county property.



Neighborhoods:

The Set (W. Atlantic) – Green, **Pineapple Grove Arts District** – Yellow, **The Ave** (Atlantic Avenue) – Light Blue, **SOFA** (south of Atlantic Ave) – Orange, **Beachside** – Dark Blue

DDA Board of Directors:

The DDA Board is composed of seven members who are appointed by the City Commission in July. The board terms are three consecutive years and a two term limit. To qualify for the appointment, prospective members must reside, have their business, or own property in Delray Beach, four of the seven to be in the Downtown Development area. The DDA Board meets the second Monday of each month at 12 pm in City Hall and the meeting is open to the public.

Board of Directors 2015/2016:

Ryan Boylston, Chair
Frank Frione, DDA Vice Chair
Albert Richwagen, DDA Secretary
Bonnie Beer, DDA Treasurer
Alan Costillo, Director
Mark Denkler, Director
Peter Arts, Director

DDA Team:

Laura L. Simon, Executive Director
Alexandra Farnsworth, Program Marketing Coordinator
Lauren Lyall, Operations Coordinator

DDA Office:

85 SE 4th Ave #108, Delray Beach, FL 33483

Phone: 561-243-1077

Website: www.downtowndelraybeach.com

Facebook: www.facebook.com/DelrayDDA

Instagram: @downtowndelray

Twitter: www.twitter.com/DelrayDDA

#DowntownDelray

Additional Organizational Support:

Due to the scope of the DDA's work, additional resources are required through outside partners.

Support includes:

- Public Relations
- Social Media and Analytics
- Decorative Holiday Lighting and Pole Banner Maintenance
- Marketing/Creative development
- Book Keeping
- Annual Independent Audit

DDA Stakeholders:

Stakeholders consist of over 800 property owners in operation, with more than 6,000 employees, and over 2000 residents that live within the district in both condo properties and single family homes.

District:

- 340 Acres
- 852 Properties
- 605 Businesses
- 335 Residential properties
- 99 City/CRA Properties
- 11 Religious properties

Businesses:

Restaurants and Bars 21%
Art Galleries and Venues 10%
Health & Wellness 8%
Hotels 1%

Clothing & Specialty Shoppes 19%
Beauty & Spas 14%
Professional Services 25%
Fun for Everyone 2%

DDA Goals:

Goal 1: Economic Vitality – “Grow”

Create a supportive business environment and harness local economic opportunity.

- Strategy 1.1** Formalize an ongoing process of data collection and access.
- Strategy 1.2** Foster a program of business recruitment, strengthening and retention.
- Strategy 1.3** Cultivate economic specialties that set the downtown apart.
- Strategy 1.4** Advocate for technological advancements in the downtown.

Goal 2: Placemaking – “Sustain”

Foster a compelling destination by enhancing the physical elements of the downtown.

- Strategy 2.1** Structure an appropriate role in downtown transportation management.
- Strategy 2.2** Maintain a clean, safe and welcoming environment.
- Strategy 2.3** Keep the downtown “people friendly”.

Goal 3: Position Marketing – “Live It Up”

Create a positive image that showcases the downtown’s unique assets.

- Strategy 3.1** Increase the collective sales revenues in the downtown district.
- Strategy 3.2** Position the downtown with the broader Delray Beach population.
- Strategy 3.3** Continually strive to achieve perfect communications.
- Strategy 3.4** Employ the use of media alternatives efficiently and effectively.

Goal 4: Organization – “Connect”

Ensure that resources are available to implement the DDA’s enhancement strategies.

- Strategy 4.1** Cultivate and maintain exemplary governance and internal operating functions.
- Strategy 4.2** Actively engage with alliance partners and constituents.
Cultivate and maintain exemplary governance and internal operating functions.
- Strategy 4.3** Expand the availability of resources.
- Strategy 4.4** Empower Team Delray with capability and capacity.

MEETINGS – Stay Connected & Be Involved

Delray Beach Downtown Development Authority (DDA) Board Meetings

The Delray Beach Downtown Development Authority Board Meetings are regularly scheduled for the 2nd Monday of every month, 12 – 2 p.m.

Location: Delray Beach City Hall – First Floor Conference Room

The DDA Board Meetings are open to the public.

Downtown Merchant & Business Association (DMBA) Meetings

The Downtown Merchant & Business Association consists of restaurants, retail and business owners or operators from the Downtown (DDA) district (I-95 to the beach and within the Pineapple Grove area as well as South of Atlantic). If you are a Downtown business owner or operator within the District, you are welcome to join the DMBA free of cost.

DMBA Purpose:

To provide a forum for the downtown businesses to collaborate on programs, communicate amongst the organization and community, and be a collective voice that advocates for activities that promote the retention and smart growth of the downtown business community.

Upcoming DMBA Meetings:

February (TBA)

Tuesday, March 14th - 8:30 a.m. at Northern Trust Bank, 770 E Atlantic Avenue, Delray Beach

Tuesday, April 11th - 8:30 a.m. at Northern Trust Bank

Tuesday, May 9th - 8:30 a.m. at Northern Trust Bank

June – Summer Social at Silverball Museum (date & time: TBA)

Annual Property & Business Owner Town Hall Session

April 19, 2017

You are cordially invited to attend the Delray Beach DDA's Property Owner & Business Owner Town Hall Session.

Be sure to visit DowntownDelrayBeach.com/Merchants regularly, to stay in-the-know on important updates and meeting information on Downtown programming, events and more.

EVENTS

4th Annual Delray Beach Fashion Week – January 25-29, 2017

A week of style, fashion and sophistication – Fashion Week showcases designs and collections of clothing and accessories from Downtown Delray's boutiques & designers as well as fashion-forward hair styles from our Downtown hair salons & studios. Fashion retailers and hair salons are encouraged to participate. A Fashion Week recap presentation & video are available, upon request.



Savor the Avenue – March 27, 2017

Downtown's finest restaurants prepare four-course prix fixe menus for 1,100 guests as they dine at one of North America's Longest Dining tables along Atlantic Avenue. All Downtown restaurants are welcome to participate.

Restaurant Week, August 1-7, 2017

Diners will discover the diverse dining scene and energetic vibe in Downtown Delray Beach for the 2nd Annual Dine Out Downtown Delray – Restaurant Week. Participating restaurants offer prix fixe lunches and dinners, Dine Out Deals and creative culinary events throughout the week. All Downtown food establishments are welcome to participate, from casual to fine dining.



First Friday Art Walk – the first Friday of every month, 6 – 9 p.m.



This self-guided tour and year-long event invites both locals & visitors to explore the heart & soul of the art scene in Downtown Delray on the First Friday of every month from 6 - 9 p.m. The Art Walk features galleries & working studios in three artistic areas; Atlantic Avenue, Pineapple Grove and Artists Alley. We encourage all Downtown art galleries & studios to stay open and participate in this program.

If you are interested in participating, sponsoring or volunteering at a DDA program/event, please contact the DDA Office at: DDA@DowntownDelrayBeach.com or (561) 243 -1077.

Annual Programs

Delray Affair After Dark

In 2017, the **Greater Delray Beach Chamber of Commerce** will celebrate its **55th year of the Delray Affair April 7-9, 2017**. The Delray Affair is the largest arts & craft festival in the Southeast United States. The event takes place along the palm tree lined downtown streets of **Delray Beach** and stretches 12 city blocks from the Intracoastal to NW 2nd Avenue on Atlantic Avenue. The vendor booths close up shop around 6 p.m. (but this section of Atlantic Avenue is closed for the weekend). Our goal is to encourage these attendees to stay Downtown after the event and invite the locals to come out and stroll "The Ave" without traffic (and plenty of parking in the parking garages), while enjoying merchant specials & promotions each night of the Delray Affair weekend. If you'd like to be a part of our "Delray Affair After Dark" marketing campaign, please send us the promotion that you'll be running **April 7-9 by Tuesday, March 17**.

Mother's Day Orchid Giveaway - May 6-13, 2017

The Annual Orchid Giveaway was created by the DDA and generously supported by the Downtown Business & Merchant Association, to encourage shopping Downtown and to leverage the important Mother's Day retail holiday. When customers collect \$200 in retail receipts from Downtown retailers (restaurants not included) May 6 – 13, 2017 they are eligible to receive a complimentary Phalaenopsis orchid plant. Orchid stations will be set up Downtown during this time period (locations TBA, valid receipts required). This is our way of saying "thank you" for shopping in Downtown Delray Beach. All Downtown retailers & galleries are encouraged to participate.

Shop Small Business Saturday – November 26th, 2016

The DDA is an official Neighborhood Champion & is partnered with G.E.A.R. Businesses are encouraged to register with American Express to fully leverage this national program. To learn more, visit: [#ShopSmall](http://AmericanExpress.com/ShopSmall)

Holiday Window Decorating Contest – December 1, 2016

Sponsored by the Downtown Merchant & Business Association and the DDA, all businesses in Downtown are invited to decorate their windows & businesses for the holidays. Be festive, be creative & be competitive! Be ready by December 1st when the 100 ft Tree is lit. Judging will commence on December 1st and winners will be announced on December 8th. Prizes (cash & trophies) for the following categories will be awarded: Most Creative, Most Festive, Most Delray, Best Overall.

Please contact the DDA Office at DDA@DowntownDelrayBeach.com or (561) 243 – 1077 to participate.

Marketing & Advertising

Print:

The DDA markets & advertises Downtown Delray Beach throughout the year in various regional and national print publications. In addition to general Downtown advertising, the DDA also places print ads for program and event marketing initiatives such as Delray Beach Fashion Week, Dine Out Downtown Delray – Restaurant Week, First Friday Art Walk, Shop Small – Small Business Saturday, and the Mother's Day Orchid Giveaway. Co-op advertising opportunities may be available throughout the year. Contact the DDA office if you are interested in partnering with Downtown Delray Beach on co-op advertising opportunities.

Guide to Downtown Delray Beach:

Businesses within the DDA District that fall into one of the following categories will receive a business directory listing in our annual visitors Guide to Downtown Delray Beach*:

**Per Visit Florida's Visitors Guide standards & requirements, we are only able to feature businesses that fall into one or more of these categories: Accommodations (Hotels, Shopping, Dining, Beauty & Wellness, Art & Culture, Things to Do (Activities & Attractions), Parks & Nature Centers.*

The Guide to Downtown Delray Beach is printed once annually with a circulation of 40,000-50,000. The Guides are distributed to: All Florida Welcome Centers, Palm Beach International Airport, Palm Beach & Broward Hotel Concierge Desks, Downtown businesses & Visitors Centers, Palm Beach & Broward Wedding Planners, Discover the Palm Beaches, Digital Guide Book (on DowntownDelrayBeach.com), and available upon request for business & incentive travel groups, wedding guests, tourists, etc. A Guide Book Media Kit is enclosed with details on advertising opportunities, artwork specs and pricing.

Online:

*The newly designed, mobile-friendly and responsive DowntownDelrayBeach.com website receives **over a half-million visits per year** and includes an extensive media gallery (photo & video gallery of the Downtown) along with a new BLOG to feature all-things Downtown related including Downtown Business Q&A spotlight stories (#DelrayInsider). All new Downtown businesses will receive an introductory Delray Insider Q&A blog feature, which is also shared across all of our social channels.*

As a Downtown business within the DDA district, you receive a complimentary Business Landing Page on DowntownDelrayBeach.com with your own login credentials allowing you to update and add photographs, video, description, promotions, events, live entertainment, happy hour & late night specials, business categories, highlights and more. The more up-to-date and populated your business landing page is, the more visible your business will be throughout the website. To receive your login credentials, email DDA@DowntownDelrayBeach.com.

The DDA continues to build its email marketing platform, giving more exposure to Downtown businesses, while also keeping business owners & managers up-to-date on construction updates, important meetings, DDA programming, events and other Downtown news. The DDA has paid media placements in various online publications (such as eNewsletters and web banners that promote DDA programs & events.

Social Media:

The DDA has a dynamic presence on Facebook, Instagram, Twitter, Pinterest and LinkedIn. The sole purpose of each channel is to drive interest, traffic & awareness to the Downtown and its businesses. The DDA's brand hashtag is #DowntownDelray.

Facebook: www.facebook.com/DelrayDDA/ (58,000+ Likes)!

Instagram: @DowntownDelray (nearly 3,000 likes)

Twitter: @DelrayDDA (over 2,000 followers)

Pinterest: <https://www.pinterest.com/downtowndelray>

LinkedIn: Delray Beach Downtown Development Authority

Video & Digital Signage:

The DDA invests in video production to showcase the energetic vibe and authentic nature of the Downtown district, its business owners, residents & visitors. The Inside Downtown Delray Beach video series promotes some of the Downtown's strongest industries and attributes such as Dining, Shopping, Arts & Culture, Beauty & Wellness and many more to come, all of which are promoted through the Downtown Delray Beach social channels, website, blog, eBlasts, partner websites and more.

The DDA also produces promotional pre and post program/event videos major Downtown events, resulting in increased exposure and visibility for the Downtown. The Downtown video footage is displayed on the website, social channels, digital signage at the A1A & Atlantic Avenue Visitor Information Center as well as on eight screens at Palm Beach International Airport (PBI) and on TV through the Comcast network.

The DDA has partnered with VUP Media to provide each business within the DDA district an opportunity to produce a 2-minute HD interview-style "Business Profile Video," at a significantly reduced rate (see the enclosed Biz Profile Video flier for additional information).

TV:

The DDA runs 30-second TV commercials through the Comcast network throughout the year, promoting various events produced by the DDA along with general Downtown promotional spots that promote shopping, dining, art & culture and more.

Radio:

The DDA runs radio advertisements, PSAs & giveaways for many of its annual programs & events, promoting the Downtown.

Downtown Connection: Newsletter

The DDA also publishes a Newsletter 3x per year to keep property owners, business owners and residents within the DDA district, up-to-date on all things related to the Downtown. If you're new to Downtown, or if you've renovated or relocated to a new area within the Downtown district, please contact us at DDA@DowntownDelrayBeach.com to be featured in the upcoming Downtown Connection Newsletter.