

Ways to Attract the Perfect Visitors to Downtown

Florida Redevelopment Agency
2010 Annual Conference
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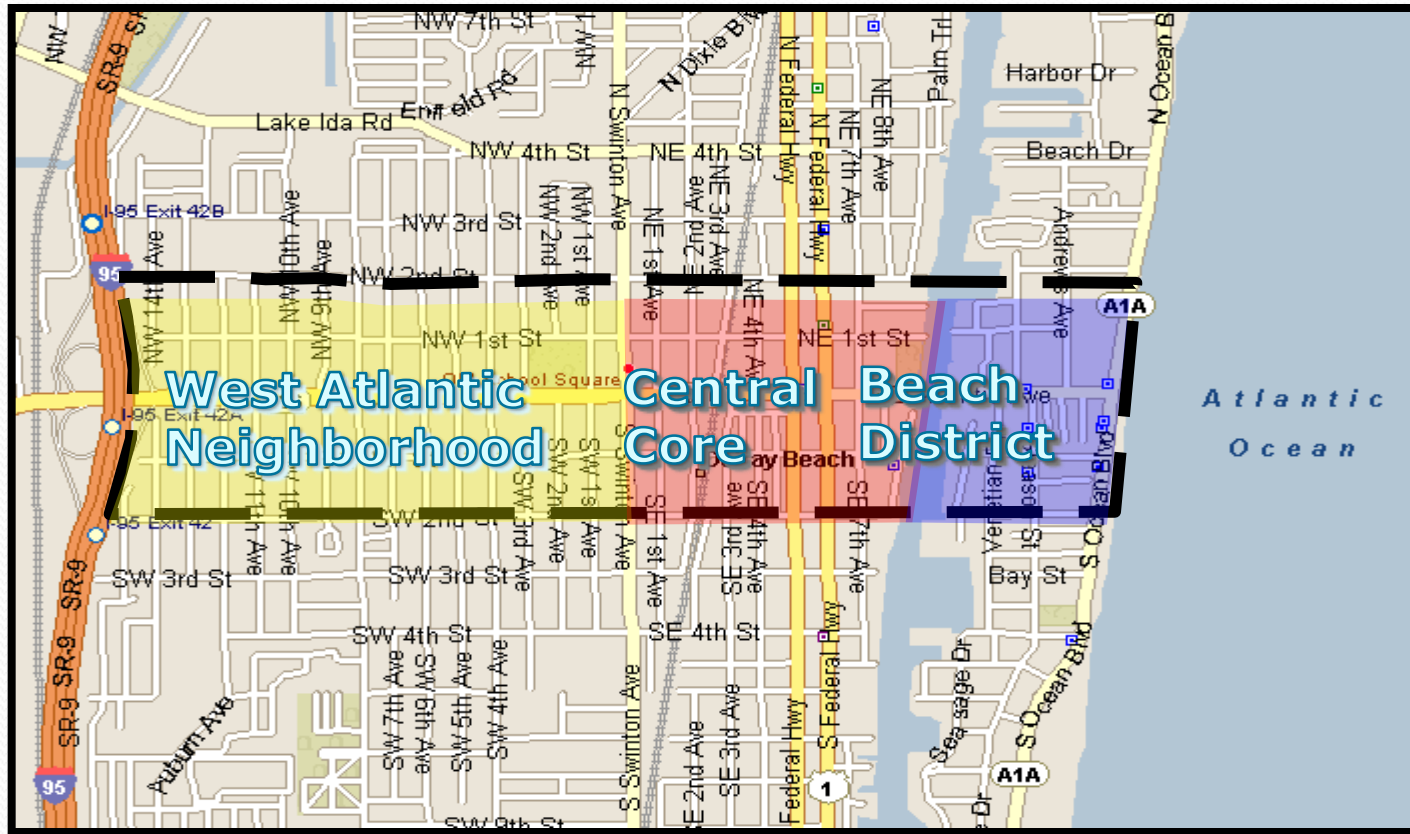
Delray Beach

- Location: southeast coast of Florida - \approx 50 miles north of Miami
- Population: \approx 65,000
- Size: \approx 16 square miles – 10,000 acres
- Incorporation: 1927 – 32nd largest city in Florida



Traditional Downtown Grid Street System

3 distinct districts in master plan



Atlantic Avenue:

Main Street through downtown runs from I-95 to the beach, ≈ 2 miles in length

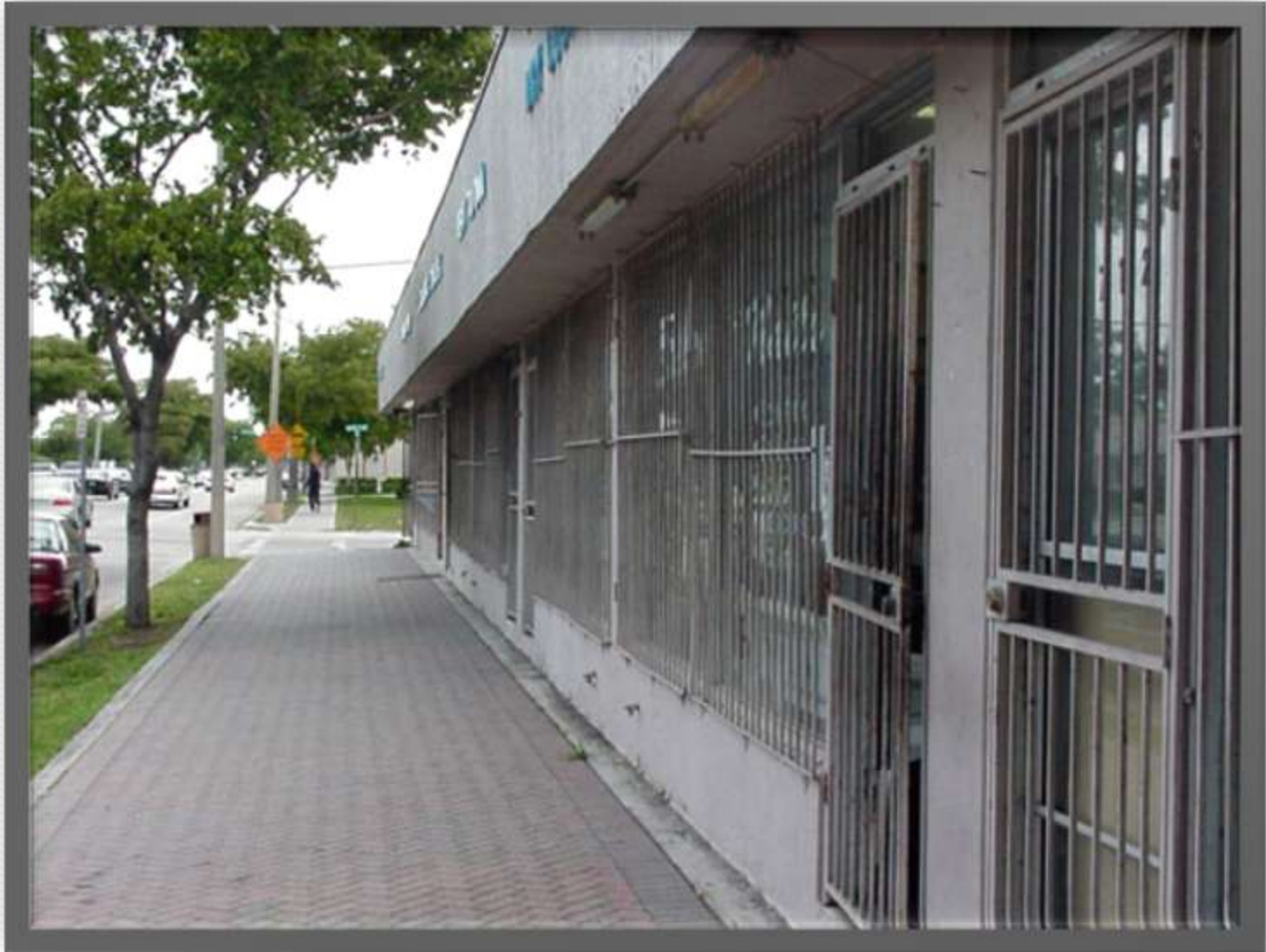
Downtown Delray Beach – 1980s



- Victim of suburbanization: 45% - 50% storefronts vacant
- Infrastructure deteriorating, numerous vacant lots and blighted buildings
- Property values depressed, used inappropriately
- Nightlife and downtown housing: None









Downtown Delray Beach – Today



- Thriving and vibrant with restaurants, unique shops, art galleries, spas and cultural facilities
- Vacancy rate $\approx 5\%$
- >2,000 residential units approved and/or constructed
- Active nightlife 7 days a week

Tourism...What is it?

Tourism: *n.* tourist travel, especially when regarded as a source of income for a country, downtown, business, etc.

Tourism = Business

Tourists...Who are they?

- Curious about us
- Eager to celebrate with us
- Interested in our history
- Ready to spend and invest money

Size Doesn't Matter

Tourists visit places that are...

- Creative
- Authentic
- Intimate
- Cultural
- Clean and Safe

What is a “Downtown”?

Down·town: *n.* the main business section of a city or town

Vibrant

Lively

Exciting


Passionate

Authentic

Creative

Family-Oriented

Unique



Knowing
Where You Are Now
is the key to making a plan.

Local Assets

Take time to make this list:

- City parks
- Churches
- Shopping complexes
- Tourist destinations & other destinations
- Historic sites
- Historic districts
- Community centers
- Safety/Emergency locations

Image Questions

- What is the general description of your downtown?
- What are the redevelopment benchmarks?
 - Downtown beautification
 - Municipal parking
 - Historic preservation
 - Downtown marketing
 - Sports centers
 - Cultural arts center

Image Questions

- What does your downtown offer a tourist?
 - Housing and accommodations
 - Shopping and dining
 - Beach and parks
 - Cultural activities
- How much is spent by all downtown businesses on advertising and promotion?
- How much is secured on sponsorships – cash and in-kind to support downtown activities and special events?

Image Questions

Is your Downtown providing activities and events in major categories?

1. Recreation
2. Lifestyle
3. Business
4. Culture
5. Ethnic Diversity
6. History
7. Education

Recreation

- Parks and Recreation Events
- Teen Central
- Beach Events
- Golf Club
- Bicycle Trails
- Bed Race
- Turkey Trot
- Kids Fest
- Walks and 5K Runs
- Senior Games
- Tennis Center Events



Lifestyle

- Restaurant Events
- Art and Craft Shows
- July 4th Celebration
- Holiday Activities
- Hot Air Balloon Festival
- Harvest Fest
- Film Festival
- Concerts in the Park
- Block Parties



Business

- Chamber of Commerce Activities
- Hotel and Accommodations Activities
- City Management
- Master Plans
- Real Estate
- Rentals for Occasion
- Developers
- Community Development Corp.
- Downtown Development Authority
- Community Redevelopment Agency



Culture

- Old School Square
- Morikami Museum
- Delray Beach Playhouse
- Cultural Loop
- Art Walk
- Gallery District
- Orchid Society
- Library Events
- Milagro Center
- Women in the Visual Arts
- Delray Art League
- First Night



Ethnic Diversity

- Roots Cultural Festival
- Cinco de Mayo Fiesta
- St. Patrick's Day
- Irish Festival
- Columbus Day Fest
- Haitian Flag Day
- Caribbean Festival
- Soul Festival
- Multi Cultural Festival



History

- Old School Reuse
- Historical Society Antique Shows
- Native Florida Showcase
- Art Deco Walking Tours
- Garden Tours
- Historic Walk/Bike Tours
- Historic Society – Archives
- Heritage Month
- Historic House Tours



Education

- Old School Square Cultural Center
- Village Academy
- Principal for the Day
- Sandoway House
- Education Foundation
- Library Long Life Learning Center
- Youth Council
- S.D. Spady Heritage Museum
- Community Child Care Center
- Beacon Center



4 Legs of the Delray Beach Chair

Unique Special Events: Visitors will come to a special event and then figure out where they are – they discover your downtown

Great Eating and Socializing Places

Downtown Housing: More customers for the merchants

Retail Promotions: Sustain the redevelopment efforts

Free Unique Special Events

- Free for community and tourists
- Developed to promote downtown businesses, merchants, restaurants and hotel properties



Great Restaurants & Sociable Night Life



Downtown Housing



Retail Promotions

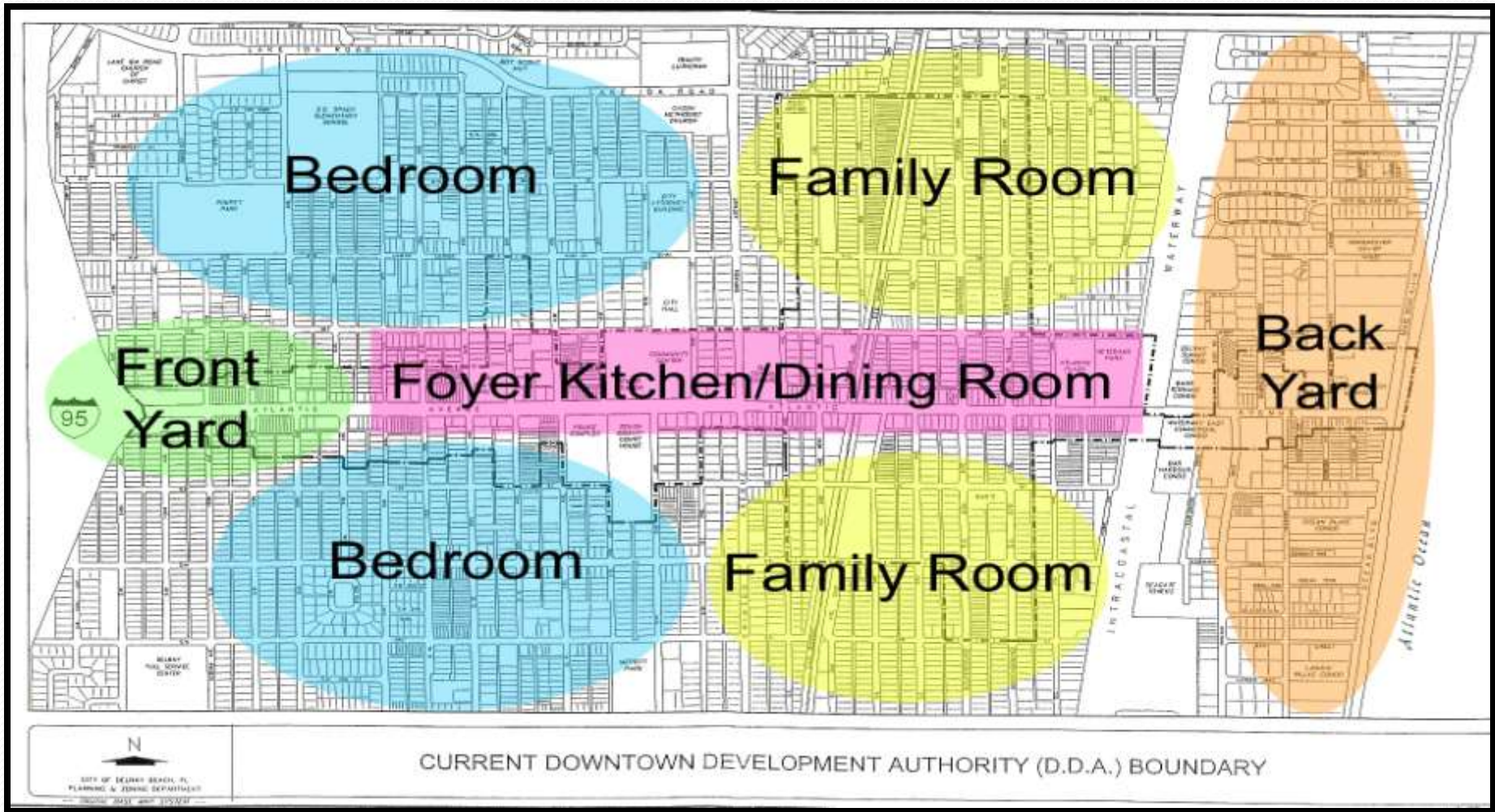


What Else?

Things visitors take for granted:

- Clean & Safe Issues
- Traffic & Parking
- Security & Crime
- Involved City Government
- Business Development
- Marketing & Promotions
- Celebrations

Treat Your Downtown As Your Home



Security & Crime—Traffic & Parking—Clean & Safe

- Facilitation of “Downtown Maintenance Master Plan” with City
- Hospitality Resource Institute and Panel
- Downtown Security Plan – coordination with merchants and Police Department
- Plan for alley cleanup – “You’ve got a Great Backside” Program
- Facilitation of lamp post banners and twinkle light maintenance
- Pedestrian Wayfinding System
- Development of employee parking plans



Involved City Government



Business Development



- Cluster Study completed & implemented
- Town meetings – property owners
- Database maintained for downtown clusters
- Merchant Retail Survey results implemented

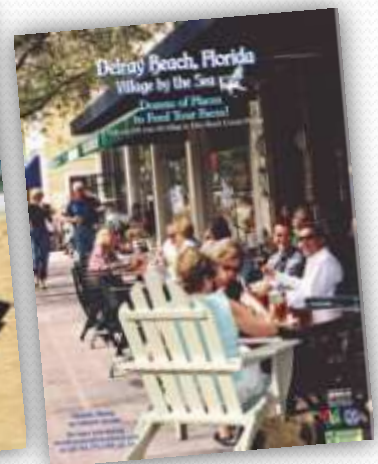
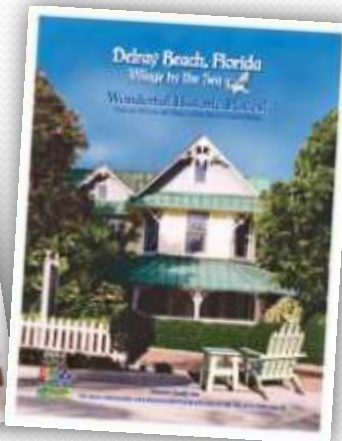
It's Working Downtown

<u>Year</u>	<u>Retail Sales</u>	<u>Restaurant Sales</u>
1998	\$ 29,779,783	\$ 29,813,100
2003	\$ 41,004,901	\$ 61,448,611
2008	\$103,019,405	\$ 86,993,679

Source: Florida Department of Revenue

Marketing & Promotions

- “Village by the Sea” branding
- Merchant retail campaigns
- Working with tourism organizations
- Co-operative advertising campaign with merchants
- Integrated marketing campaign – all media



NIGHT & DAY DOWNTOWN DELRAY

CELEBRATE BEAUTY & WELLNESS DURING NOVEMBER!

Explore the crystal clear Atlantic Ocean or visit unique galleries and boutiques on Atlantic Avenue by day; enjoy a night of dining and entertainment on one of Delray Beach's award-winning cafes or restaurants. When you stay in "Florida's Village by the Sea" at one of the grand hotels or a quiet seaside inn, you will instantly feel the warm and friendly atmosphere that makes downtown Delray Beach such a joy to visit. Come "downtown" and meet the beautiful people, shopkeepers and the entire community known as a SoCable City.

We're just what you need.™

Visit our website for a monthly calendar of events and register to win in our sweepstakes!

DowntownDelrayBeach.com

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Marketing & Promotions

- www.DowntownDelrayBeach.com



20 Ingredients of an Outstanding Downtown

Destination Development International – IDA Conference Ft. Worth

Ingredient #1

A Strong Brand and Retail Focus –

- “Village by the Sea” – Night & Day Downtown Delray –
we’re just what you need



20 Ingredients of an Outstanding Downtown

Ingredient #2

A good First Impression:
Community Gateways -
Always put your gateways
signs where you will make
the first, best impression.



20 Ingredients of an Outstanding Downtown

Ingredient #3

Downtown District with a Name “Village By the Sea”

- Give Downtown a name, creating a destination, not a place

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Ingredient #4

A good First Impression: Downtown Gateways

- Sets an increased perceived value
- Creates pride of ownership
- Gets your attention- says something about the community
- Sells the real estate faster



20 Ingredients of an Outstanding Downtown

Ingredient #5

A Wayfinding System

- The rule of Wayfinding: Real men don't ask for directions
- Every community should develop and implement a signage plan and program:
- Less than 5% of visitors stop at visitor information centers – IF they can find that!

20 Ingredients of an Outstanding Downtown

Ingredient #6

Convenient long-term parking

- POINT – Two hour parking dramatically reduces visitor spending & repeat visits.

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Ingredient #7 Gathering Places

- The “Third Place” is the place we go to hang out.
- Create gathering places – the place to hang out
- Turn parks into plazas



20 Ingredients of an Outstanding Downtown

Ingredient #8

Intimate Surroundings

- Narrow the streets, widen the sidewalks, create better crosswalks



20 Ingredients of an Outstanding Downtown

Ingredient #9

The Mall Mentality

- TEN + TEN + TEN Rule: The minimum in three lineal locks:
- 1. TEN places that sell food: soda fountain, coffee shop, bistro, café, sit-down restaurant, wine store, deli confectionary
- 2. TEN destination retail shops: Galleries, antiques (not second hand) collectibles, books, clothing, home accents, outfitters, brand-specific businesses, garden specialties, kitchen stores, cigars, etc.
- 3. TEN places open after 6:00 pm: Entertainment, theater (movies, performing arts) bars & bistros, specialty shops, dining, open air markets, etc.

20 Ingredients of an Outstanding Downtown

The rules of success for malls:

- Consistent hours & days
- Open late into the evening hours
- Like businesses grouped together: clustering
- Recruit and promote anchor tenants
- A gathering Place



20 Ingredients of an Outstanding Downtown

Ingredient #10

Activities after 6:00 pm

- 70 % of all consumer spending takes place after 6:00 pm.
- Are your stores open?



20 Ingredients of an Outstanding Downtown

Ingredient #11

Invitations, not rejections

- Curb appeal can account for up to 70% of first-time sales at restaurants, golf courses, retail shops and lodging facilities.

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Ingredient #12

Good Retail Signage

- Use perpendicular “blade” signs. Make them consistent height & size
- Suggestions for retail signs
- No Lower than 7”
- No higher than 9”
- No wider than 42”

20 Ingredients of an Outstanding Downtown

Ingredient #13 Public Markets



20 Ingredients of an Outstanding Downtown

Ingredient #14

Activities & Entertainment



20 Ingredients of an Outstanding Downtown

Ingredient # 15 Public Restrooms

- POINT – Restrooms attract more than flies. Put them where people can spend money
- Relieved visitors spend more money

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Ingredient #16

24 Hour Visitor Information

- Kiosks Never Sleep – the 24/7 rule
- Place Kiosk where people can spend money



20 Ingredients of an Outstanding Downtown

Ingredient #17 Southern Hospitality



20 Ingredients of an Outstanding Downtown

Ingredient #18

Pioneers with patient money



20 Ingredients of an Outstanding Downtown

Ingredient #19

People Living and/or Staying Downtown



20 Ingredients of an Outstanding Downtown

Ingredient #20

Start with a Plan

- Create a Community Branding, Development & Marketing Action Plan
- In the end – it's all about human emotion



Celebrate your accomplishments



– and have FUN!



Special Thanks!

