



# **STRATEGIES FOR SURVIVAL**

Florida Redevelopment Agency  
2009 Annual Conference



The DMC fills the MARKETING & PROMOTIONAL GAP not included in any of the sponsoring organization's missions or goals:

City – Economic prosperity - no dedicated department

CRA – Redevelopment - elimination of blight

DDA – Marketing initiatives – downtown clusters

Chamber – Membership organization for the entire city

DOWNTOWN DELRAY BEACH-FLORIDA

# STRATEGIES *for* SURVIVAL

TIPS AND ADVICE FOR WEATHERING A FLAT ECONOMY



Summer 2009



- Discover the wealth of programs available to help your business.
- Insights, advice and contact information for business assistance.
- Special offers for Downtown merchants and their customers.



## We Will Survive!

The slowdown of the economy and the next two seasons facing Downtown businesses have been generating headlines, discussions and less than optimistic forecasts for months. Enough said! It's time to be proactive and take action.

Inside this helpful guide, you'll find information from the **Downtown Marketing Cooperative (DMC)** – a partnership of the **City of Delray Beach**, the **Greater Delray Beach Chamber of Commerce**, the **Community Redevelopment Authority (CRA)** and the **Downtown Development Authority (DDA)** – that will benefit all of the property owners, merchants and businesses in Downtown Delray Beach. I encourage you to take advantage of the numerous promotional services provided and to actively support the various events geared to drive customers to our Downtown.

Don't get bogged down by the naysayers. We will get through this challenging time if we all work together, continue to communicate, reapply basic business principles, provide excellent service to our customers and above all ... be nice! If we do so, our customers will be faithful to us, come Downtown often, enjoy our wonderful dining opportunities, support our special events, laugh with us, play at the beach and continue our sociable village atmosphere!

Our programs can't stop now. We must optimize ALL opportunities and transition from bust to boom. This economy is temporary. By enthusiastically applying the very basics of good business, Downtown Delray Beach will survive this blip, standing tall and ready when the economy turns.

Will your business be ready for the bounce-back?

*Marjorie*

Marjorie Ferner  
Executive Director  
Delray Beach Downtown Marketing Cooperative  
Downtown Development Authority



## DOWNTOWN DELRAY BEACH STRATEGIES FOR SURVIVAL



### The Community Redevelopment Agency

As stated in its Mission Statement .... The Community Redevelopment Agency fosters and directly assists in redevelopment to encourage economic growth creating a sustainable Downtown to the benefit of the entire City. Some CRA-funded initiatives include Downtown banners, street signage, twinkle lighting and Christmas tree maintenance. The CRA also contributes to DMC administrative expenses and provides funding for the Clean & Safe Program. Other programs include:

**Business Development Assistance Program** – Rent assistance grants are available throughout the ODA District to assist small businesses during their first year of operations. Grants of up to one-third of the monthly rent (\$500/month maximum) are paid directly to the landlord for 12 months. Qualifying businesses must have at least two full-time equivalent job positions, a minimum two-year lease and a business plan.

**Site Development Assistance Program** – Created to help businesses expand and make property improvements, this grant reimburses businesses and property owners a portion of the cost of renovations and exterior improvements, including signage, landscaping, parking improvements, design fees and more. Merchants in the West Atlantic Redevelopment Area are eligible to receive reimbursement of 40% of approved expenses (\$50,000 maximum); merchants in all other areas can be reimbursed for 25% of approved expenses (\$25,000 maximum).

**Paint Up Program** – Businesses in the West Atlantic Redevelopment Area can be reimbursed for 50% of the cost of an approved exterior pressure cleaning and paint project (\$5,000/year maximum).

**Business Incubator Services** – Business owners may receive business incubator services at the Center for Technology, Enterprise and Development (TED Center) at heavily subsidized rates. Services include incorporation information, business and marketing plans, graphic design, web design and office space rental. Call (561) 265-3790 for more information.

For more details on the above grant programs, please call the CRA at (561) 276-8640. [www.delraycra.org](http://www.delraycra.org)

### Greater Delray Beach Chamber of Commerce

As stated in its mission statement ... The Greater Delray Beach Chamber of Commerce promotes the well being of the entire City and Downtown and promotes business growth and development. The Chamber provides the DMC with office space, financial services, a monetary contribution and some staff assistance.

By joining the Chamber of Commerce, you are able to take advantage of various programs. Membership investment rates range upward from \$300 depending upon the size and category of the business:

Network and promote your business to other businesses with these strategies:

- Join a Leads Group
- Reserve your spot on the Chamber website
- List your business in the Chamber's Membership Directory and Buyers Guide
- Place promotional material in the Chamber's lobby
- Attend Chamber networking functions – Focus on Women, Men's Group events, breakfast programs, card exchanges and more

For more information about joining the Chamber of Commerce, call (561) 278-0424.  
[www.delraybeach.com](http://www.delraybeach.com)

"A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large."

– Henry Ford







### Downtown Marketing Cooperative

As stated in its mission statement ... The DMC creates, organizes and manages events and programs to enhance the economic environment of Downtown while facilitating the expenditure of marketing funds from the DDA. The DMC has been successfully bringing people to the Downtown (I-95 to the ocean) since its formation 17 years ago.

#### Event Services exclusively for Downtown businesses include:

- Produce Art & Jazz, Fourth of July, Christmas, First Night & Howard Allen events, including coordination of sponsorships, advertising (television, radio and print), program, volunteers, merchant involvement - all FREE to merchants
- Creative programming assistance
- Coordination of all City services for Downtown events

#### Public Relations Services exclusively for Downtown businesses include:

- Free display space for flyers at the Visitors Information Center
- Monthly deliveries of printed materials to more than 300 Downtown merchants
- Co-op advertising in local, national and international publications
- Retail Advisory Committee, Merchant Meetings
- Free inclusion in literature/brochures such as Guidebook and Late Night Places
- Art & Jazz brochures - open house listings and signage
- Links from [www.downtowndelraybeach.com](http://www.downtowndelraybeach.com) to business websites
- Visit Florida online marketing program
- Monthly email marketing schedule for merchants and residents
- Special holiday promotion campaigns

#### Special Projects facilitated for Partners include:

- Visitor Information Center management
- Downtown Roundabout shuttle marketing
- Pop-up book assistance
- Visit Florida Downtowns & Small Towns
- Clean & Safe Initiatives
- Hospitality Resource Panel
- Media tours and hosting travel writers
- Palm Beach County Convention & Visitors Bureau

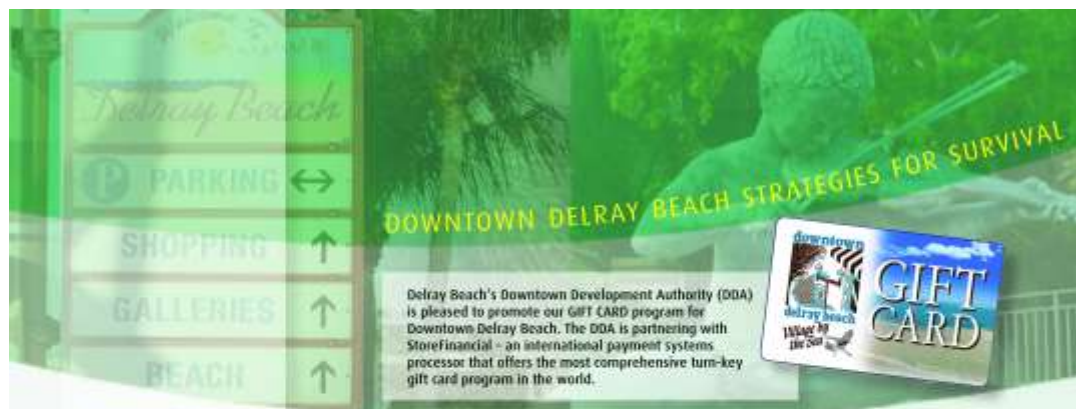
For more information about the DMC, contact Executive Director Marjorie Ferrer at (561) 279-1380 ext 16.

## VISITFLORIDA®

### Reach Tourists Before Their Trip

Market your business or service online through [www.VISITFLORIDA.com](http://www.VISITFLORIDA.com) and reach consumers even before they travel to Delray Beach. **Right now, you can get a Basic Web Listing for just \$95!** You'll receive a hyperlink to your website, a map, a description, a "Book It" button and one photo. You can't afford not to take advantage of this great deal. Other enhanced, affordable packages and partnerships are available. For more information, call VISIT FLORIDA toll free at (877) 435-2872. [www.visitflorida.com](http://www.visitflorida.com)





Delray Beach's Downtown Development Authority (DDA) is pleased to promote our GIFT CARD program for Downtown Delray Beach. The DDA is partnering with Storefinancial - an international payment systems processor that offers the most comprehensive turn-key gift card program in the world.



### Downtown Development Authority

As stated in its mission statement ... The Downtown Development Authority is a special taxing district within the Downtown which provides the only dedicated source of funds for marketing for the DDA District exclusively. These funds are generated by the 1 mil tax paid by property owners in the DDA District (I-95 to the ocean).

The DDA contributes to DMC administrative expenses and funds co-op magazine advertising, marketing and economic development resources, the Delray Beach Guide sponsorship as well as the Holiday Tree and First Night.

**Subsidized Advertising** - The support and funding for Downtown merchants provided by the DDA includes co-op advertising. **With its print advertising program, the DDA reached more than 14 million people and achieved an impressive return on investment of 2.8 in 2008!**

**Retail Strategy Seminars** - Delray Beach recently hosted a seminar featuring speaker Maureen Atkinson and a panel of local merchants who shared success stories including Laronda Dindler, Vince Canning Shoes, Mavis Benson, Avalon Gallery, and David Cook, Hands Office Supplies. Future seminars are in the works.



Maureen Atkinson & David



**Special Projects** - Projects funded by the DDA include Downtown gift cards; development efforts, including the Christmas lights; and retail promotions, including Savor the Avenue, Valentine's Day and Mother's Day programs. The quarterly newsletter for merchants/businesses - The Downtown Wire - is produced by DMC staff. This team also oversees website development, maintenance of all city special events and coordinates Constant Contact with the community and merchants.

**Tourism** - The DDA is the liaison for all tourism efforts for Downtown.

### Hospitality Excellence tips

How To Make Each Sales Encounter More Memorable (and Profitable!)

- Define service standards for your business and make them a part of each employee's training.
- Train your employees on the products, services and experiences that will make your business money and be special to customers.
- Emphasize the personal touch and empower your employees to provide that crucial difference. Be nice!
- Recognize and reward teamwork and service excellence. Delivery superior, smooth and seamless service experiences for all your customers.
- When service slips, profits dip. Your loyal customers may slip away as they feel they are not receiving the treatment they deserve. Create a solid foundation and true commitment to hospitality. Give customers the experience they desire ... and deserve.
- Reputations - good or bad - are earned every minute. Understand and appreciate what your customers are telling you, even if it is not what you want to hear.

**Remember:** They can make you rich or poor - they're your customers!



Tap into a powerful partnership to promote your business through membership in the Palm Beach County Convention and Visitors Bureau. The CVB aggressively promotes the County to business and leisure travelers through industry trade shows, sales missions, farm tours and collateral materials. Membership benefits include website and membership directory listings as well as the opportunity to participate in various events and advertising opportunities. Memberships begin at \$250. For more information, call the CVB toll-free at 800-833-5733. [www.palmbeachfl.com](http://www.palmbeachfl.com).





## 10 Ways To Keep Your Business Thriving

1. **Know your customers.** Gather customer email and street addresses so you can stay in touch via cards, flyers and e-blasts. Think about sending birthday and holiday cards to customers.
2. **Give them a reason to come in.** Special events draw traffic! Consider hosting seminars, book signings, artist trunk shows, before- or after-hours private shopping for your best customers.
3. **Stay open.** Many merchants have discovered that opening earlier, closing later or even introducing Sunday store hours have boosted business.
4. **Focus on service – BE NICE!** Provide exceptional service that distinguishes you from the competition and makes your customers' lives easier: coordinate outfits with accessories, offer on-site tailoring, call when new merchandise arrives, supply shipping options. It's OK to charge for these extra services.
5. **Create an experience.** Arrange your store displays and bring products to the forefront to create a shopping experience that encourages buying rather than browsing.
6. **Individualized products.** Sell products that can be personalized and customized to fit customer personalities – such as the OneSole Shoes' Flip-Flop with changeable tops.
7. **Keep your store fresh, new and exciting.** Give your store life and make it breathe! One inexpensive way to increase sales is to change your store constantly by moving things around and changing displays.
8. **Online marketing.** Today's technology makes it easy to keep in constant communication with customers. Expand your business to include mail-order and give your customers additional ways to contact you.
9. **Collaborate with neighbors.** Get together with fellow merchants on events, sales and programs. Promote your neighbors!
10. **Shopping excursions.** Reach out to community groups and offer something special not otherwise available. Create a buzz with "insider information" – send out announcements to the local media and organize special shopping excursions. One local merchant organized such an outing with an art club in a retirement community that included a before-hours private sale, lunch at a local restaurant and a visit to a local art gallery.

**Refuse to participate in doom and gloom! Think globally, act locally and sell personally.**

**Come in. We're OPEN**



## Improving Downtown Improves your Business

L/R: Commissioner Fred Feloy, Deputy Vice Mayor Nicholas Bonard, Mayor Nelson S. "Moodle" McDuffie,  
Vice Mayor Gary Thompson, Commissioner Adam Franklin

L/R: Assistant Police Chief Ralph Phillips, Chief of Police  
Anthony Spianese and Assistant Police Chief Joseph Melnikov



### City of Delray Beach

The assistance and active involvement of the City of Delray Beach has been crucial to the success of the DMC over the past 17 years. This collaboration has enabled us to achieve our goals and to continue to enhance the economic environment of Downtown ... the heart of Delray Beach.

**Downtown Events** – Assistance includes planning, setup, maintenance and police and fire support for events such as Art & Jazz (six times a year) and Summer Nights on the Avenue. The City trusts the DMC to produce their biggest events: July 4<sup>th</sup>, the Christmas Tree and First Night. Generally DMC events are free to citizens and visitors.

**Clean and Safe Initiative** – The City will be hiring four additional police officers, providing around-the-clock park and recreational facility maintenance as well as providing and maintaining decorative lighting, street furniture, banners and more. For more information, **contact Assistant City Manager Bob Barcinski at (561) 243-7011.**

**Please note:** This list presents just a sample of the City's total involvement with the Downtown area.  
For more information, please call **(561) 243-7009.**

**Tennis Center** – In addition to the successful 2009 ITC Tennis Championship Tourney, other events will include regional and national youth and celebrity tournaments in July, September, October and November.

**Holiday Robbery Task Force** – The City Commission recently approved this task force and has applied for Stimulus Funding from the State of Florida.

**Gateway Project** – From I-95 to the Downtown. Engineering is nearing completion, and the bid process is expected to begin this summer or fall.

**Parking** – Two new parking garages are now open in the Downtown district: on SE 1st Avenue and in Old School Square.

**Employee Incentives** – This program will offer 15% off to city employees from Downtown restaurants.

**Downtown Development Authority**  
84-A S.E. Fifth Avenue  
Delray Beach, Florida 33483

