

Revitalizing Your Downtown Night & Day through Tourism

Florida Redevelopment Association
October 24, 2012 Annual Conference
Marjorie Ferrer

What do Downtowns have that Tourists want?

TOURISM STRATEGIES

1. Develop a **Outstanding Downtown** that will be positioned as a unique and sociable city which will enhance, strengthen and establish new event opportunities
2. Generate **excitement among the business community** that fosters a more collaborative working relationship through the combination of community events and marketing; Integration of **merchant specific calls-to-action** through marketing
3. Development of strategy and implementation of tactics to begin **engaging social media fan base as a social media platform promotional tool targeting** specific geographic and demographic audiences

TOURISM STRATEGY #1

Developing an Outstanding Downtown



Unique Festivals & Special Events



Great Restaurants & Sociable Night Life



Art Districts



Downtown Accommodations



Parks & Recreation Activities

- 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 Celebrations

- 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



Culture

- Center for The Arts
- Morikami Japanese Museum
- Delray Beach Playhouse
- Art Walk
- Gallery District
- Orchid Society
- Library Events
- Milagro Center
- Delray Art League
- First Night

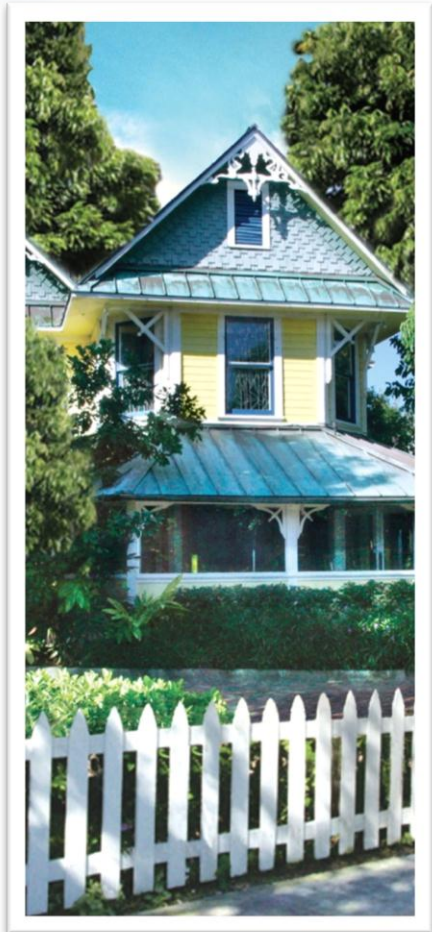
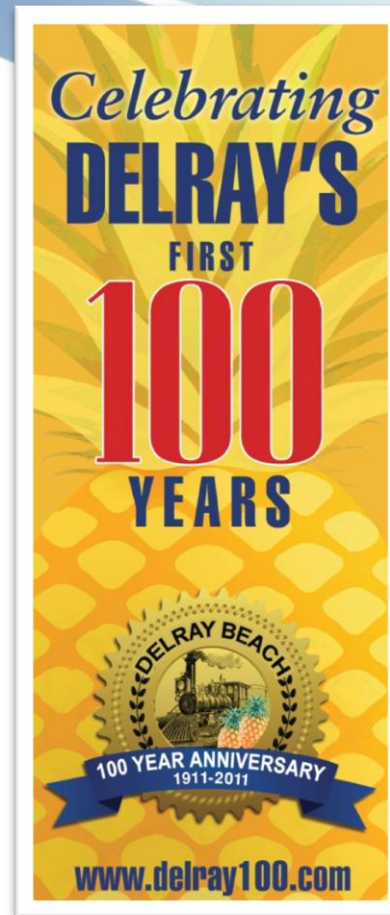


Entertainment Venues – Sociable Spaces



History

- Old School Reuse
- Native Florida Showcase
- Art Deco Walking Tours
- Garden Tours
- Historic Walk/Bike Tours
- Historic Society – Archives
- Heritage Month
- Historic House Tours
- Sandoway House
- S.D. Spady Heritage Museum



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



Retail Shopping



Things Visitors Take For Granted



Place Making - Security & Crime; Traffic & Parking; Clean & Safe

- Facilitation of “Downtown Maintenance Master Plan” with City
- Hospitality Resource Institute and Panel
- Downtown Security Plan
- 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





Tourism Strategy #2

Generate Excitement Among Business Community



Stiletto Race

- Local Merchant Driven
- Local Charity Partner
- “Small but Mighty” Event
- Merchant Collaboration
- Local Artists Involved
- Marketing/Promoting
- Estimated Impressions to Reach 350,000



100ft. Christmas Tree, Parade, First Night

- Traditional Event
- 5 Weeks Long
- Promote as Shopping Destination during event
- Local and National draw
- Family & Pet Friendly
- **Over 8 Million Digital Impressions**



7 MUSEUMS
25 GALLERIES
100 FOOT CHRISTMAS TREE
140 EATERIES
350 SHOPS
800 HOTEL ROOMS
UNLIMITED FUN!!

VISIT

WWW.DOWNTOWNDELRAYBEACH.COM

TO SEE ALL THE DETAILS

NIGHT & DAY
DOWNTOWN DELRAY.

We're just what you need.™



Join us for

The holiday season!

There's no place like Delray to spend the holidays! Check out what's going on all month long!

December 1st - 31st

December 1

- 100 ft Christmas Tree Lighting & Celebrating the Holidays "On The Ave" 5pm to 10:30 pm at Old School Square Pavilion

December 9

- Boynton Beach & Delray Beach Holiday Boat Parade 6 pm & Free Friday Night Concert at Old School Square Pavilion 7:30 pm

December 10

- Kids Day at the Tree 10 am to 4 pm; Delray Beach Holiday Parade 6:00 pm theme: "Celebrate the Centennial"

December 16

- Free Friday Night Concert at Old School Square Pavilion 7:30 pm

December 17

- Breakfast with Santa at the Marriott seating at 8, 9 am, 10 am & 11 am

December 20

- Menorah Lighting Sundown at Old School Square Pavilion

December 23

- Free Friday Night Concert at Old School Square Pavilion 7:30 pm

December 30

- Free Friday Night Concert at Old School Square Pavilion 7:30 pm

December 31

- First Night 2012 Celebration 4 pm to midnight

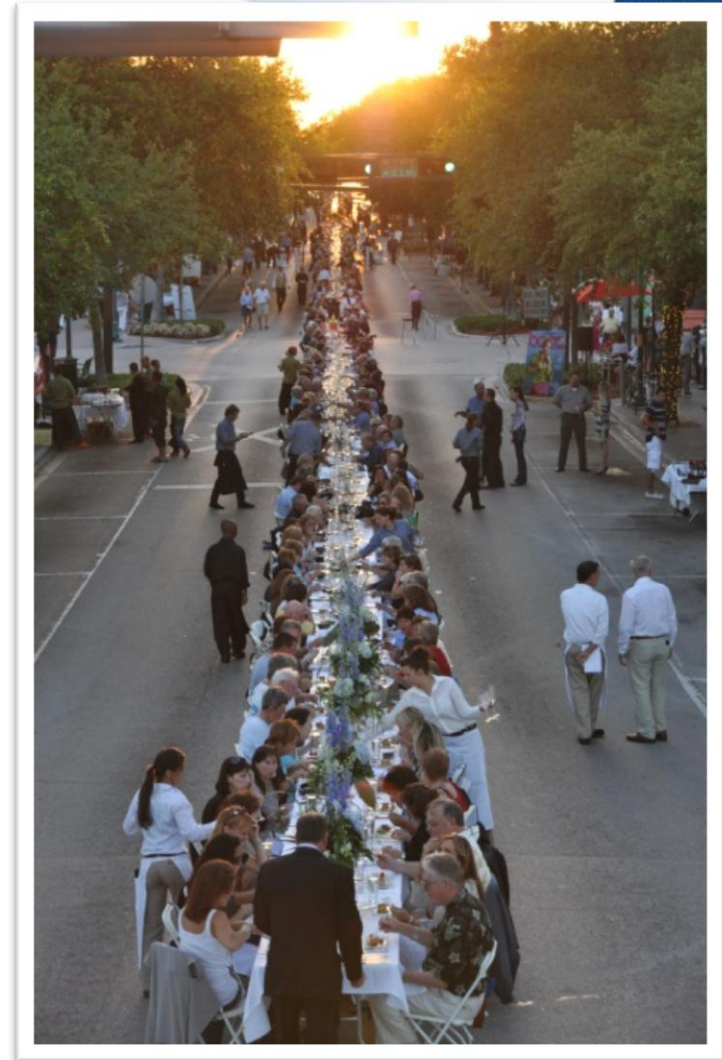


Visit <http://www.downtowndelraybeach.com/> to learn more!

HAPPY HOLIDAYS!

Savor The Avenue

- Local Media Partner
- Economic Development Event
- 18 Local Restaurants
- Local and National Attendance
- Cross Promotional
- Local Charity
- Enhanced communication with public services (PD, City, Waste Management)
- Over 225,000 Digital Impressions



Twilight Festival

- Large Unique Event
- National and International Draw
- Embraces the Merchant Community for involvement
- Strong Attendee Following
- Multi Day Event
- Showcases the entire Downtown – Night And Day
- Digital Impressions of over 150,000



Mother's Day & Gallery Walks

- Retail Events
- Encourage Sociability/Hospitality
- Day time and Nighttime Shopping Event
- Cross Promotional

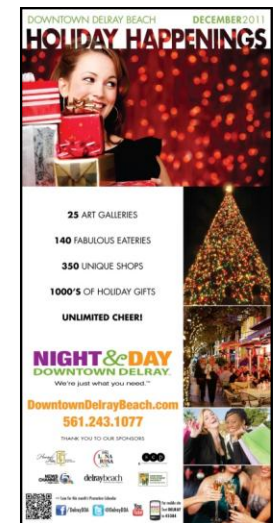
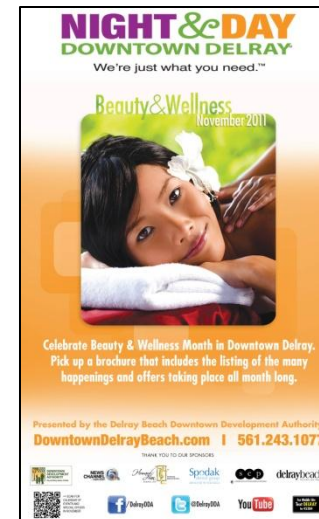


Marketing & Promotions

- Know your downtown business mix
- Engage businesses and customers
- Develop downtown brand
- Create marketing strategy
- Drive awareness and business

NIGHT & DAY
DOWNTOWN DELRAY

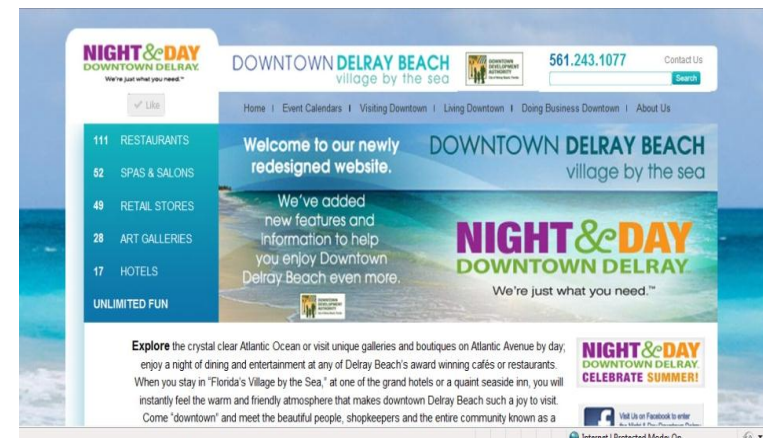
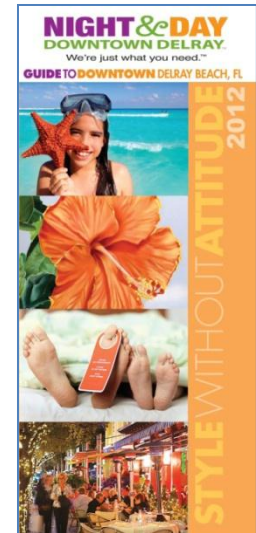
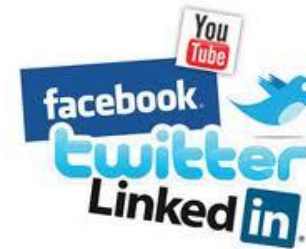
We're just what you need.™



**How does a Downtown let tourists
know
what it has to offer?**

How We Communicate:

- National, Regional & Local advertising
- Websites
- Social Media
- Convention & Visitors Bureau
- Visit Florida
- State Welcome Center Signage & Guidebooks
- Hosting Travel Writers
- Hotel Concierge Books
- Arts & Culture Publications
- Historic Publications
- Public Wayfinding System
- Local Visitor Information Center



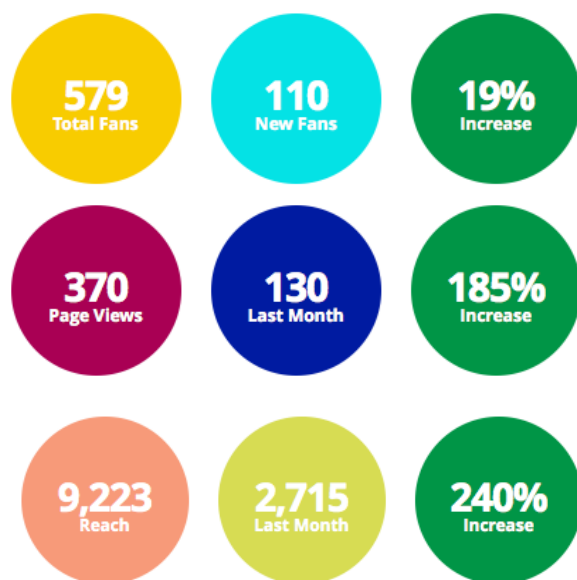
TOURISM STRATEGY #3

Social Media



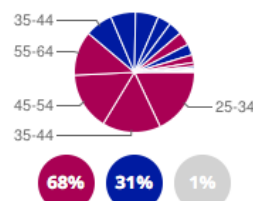


Merchant Participation with Results

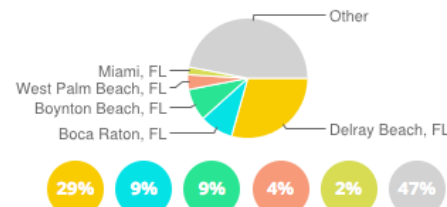


Caffe Luna Rosa

By Age & Gender



By City



During this period, your fan count increased by **110 fans**, a **19% increase** compared to last month. Your fan count rose approximately **3.3 fans per day**, and increased the most on **May 22nd** (by 8). On average, your page's content reached **279** unique individuals daily. Your daily reach was highest on **May 22nd**. Of your total reach, **0%** is attributed to ads and sponsored stories.

- Create the conversation
- Strengthen customer loyalty
- Increase customer base
- Engage the business/merchants
- Drive awareness leading to sales

CHECK OUT OUR WALL
to find out how you can win one of these
fantastic prizes from local merchants!

The Office

\$50 Gift Certificate



Café of Life

\$25 Gift Certificate towards a Massage



Cacace Fine Art Studio

\$25 Gift Certificate towards a Painting Lesson



Puttn' Around

4 Free Games



Vic & Angelo's

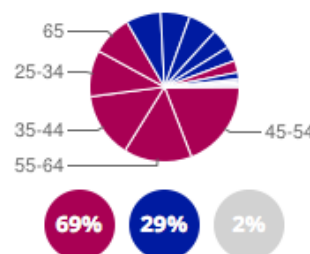
\$50 gift certificate



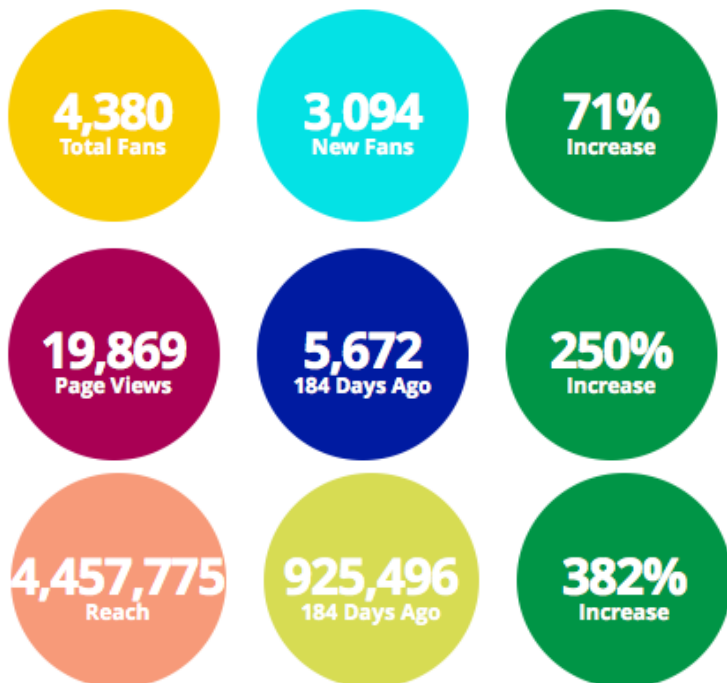
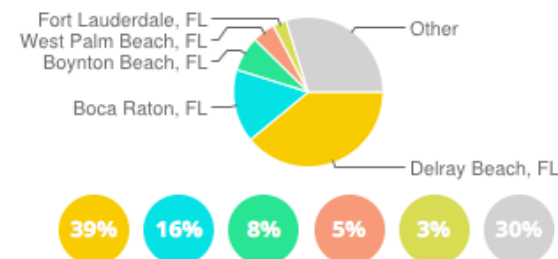
6-Month Facebook DDA Marketing Review

Delray Beach Downtown Development Authority

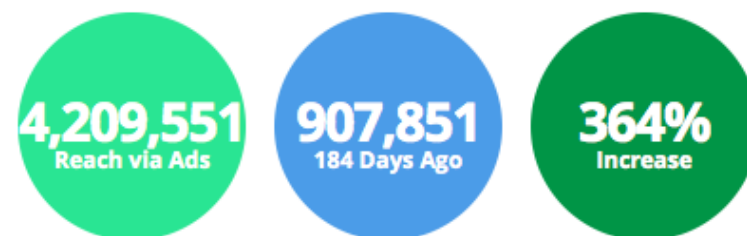
By Age & Gender



By City



During this period, your fan count increased by **3,094 fans**, a **71% increase** compared to 184 days ago. Your fan count rose approximately **16.8 fans per day**, and increased the most on **May 18th** (by **68**). On average, your page's content reached **24,227** unique individuals daily. Your daily reach was highest on **February 13th**. Of your total reach, **94%** is attributed to ads and sponsored stories.



Social Advertising

Downtown Delray Beach



There's something for everyone in Downtown Delray! Night or Day, We're Just What You Need!

Terra Malone Spero likes Delray Beach Downtown Development Authority.

This ad targets 581,660 users:

- who live in the United States
- who live within 25 miles of Delray Beach, FL
- age 21 and older
- who are not already connected to Delray Beach Downtown Development Authority

Suggested Bid: \$1.74 – 3.32 USD

Delray Beach Downtown...



You like this.

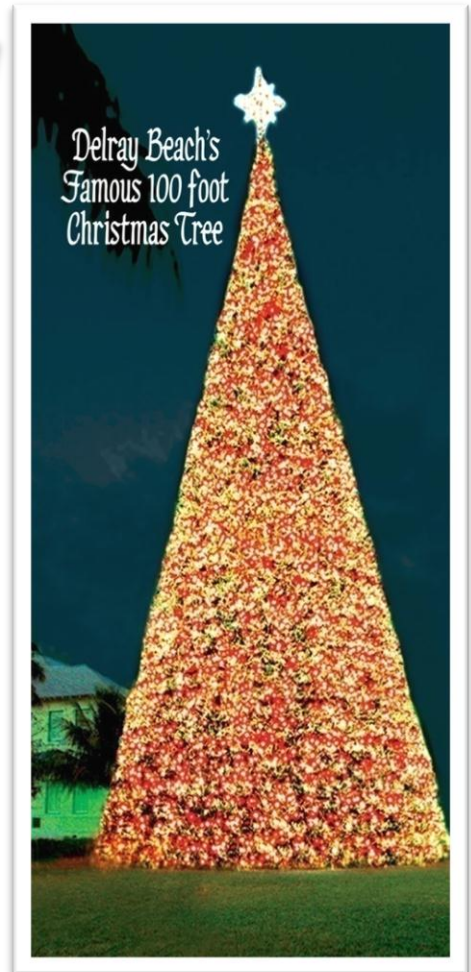
"Like" our page if you Love Delray Beach! Stay updated on everything Downtown!

Over 100 unique ads were run over the course of this campaign, with a focus on merchants, driving traffic downtown and engaging local visitors and community members.

14,430,937 Impressions **11,899** Clicks

The DDA also drove awareness to nearly 21,000 people to vote for Delray Beach as the most fun small town for the Rand McNally contest. This promoted post also resulted in nearly 70 interactions and shares.

Downtowns Celebrate



– and have FUN!



Special Thanks!



Questions & Answers

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www.downtowndelraybeach.com

[Facebook.com/DelrayDDA](https://www.facebook.com/DelrayDDA)