



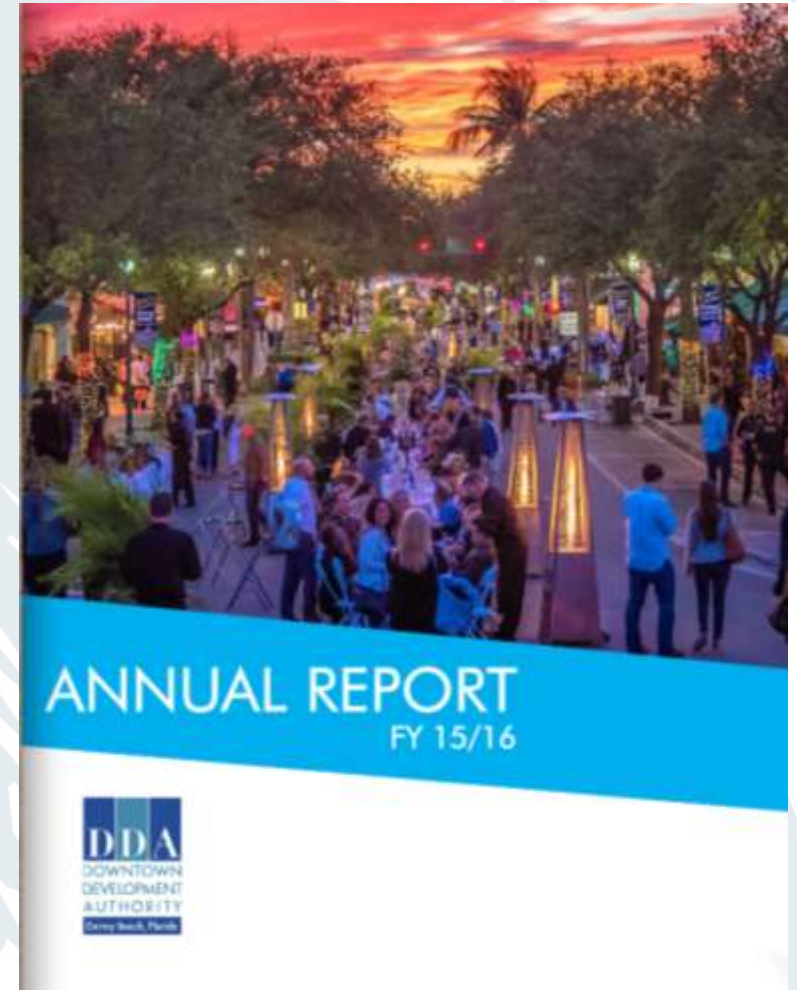
Delray Beach DDA 2015/2016 Annual Report

FRA Awards Submission



ANNUAL REPORT FY 15/16 OVERVIEW

- 16 Pages
- Customized Design
- Professional, Original Downtown Photography
- Divided into four sections to represent the four main areas of focus for the Delray Beach DDA (derived from the organization's Strategic Plan): **Economic Vitality (Grow), Placemaking (Sustain), Position Marketing (Live it Up), Organization (Connect)**
- The **Annual Report** has become a **marketing tool** that has helped tell the Delray Beach DDA story
 - The Annual Report educates the Downtown constituents on who the DDA is, how the DDA can be a resource for them & ways to get involved
 - The report also showcases how their tax dollars are being reinvested into the Downtown community



Processes & Efficiencies

- Preparing for Annual Report Content Collection throughout the year
- Created Delray Beach DDA **monthly recap documents** for our Board of Directors that highlighted our **Economic Vitality (GROW)**, **Placemaking (SUSTAIN)**, **Position Marketing (LIVE IT UP)** and **Organizational initiatives (CONNECT)**, milestones and results
- Annual Report Content Creation/Selection
 - Held **four internal meetings** to focus on each of the aforementioned focus areas
 - **Pulled key data** from our **monthly reports** for each section of the Annual Report (4 months out from our Annual Report print-ready date)
 - Included more numbers, percentages and specific results-orientated data than any other year

DELRAY BEACH DDA
September 2016 MONTHLY RECAP

"The DDA Mission is to enhance and stimulate balanced economic growth through marketing activities that engage Downtown businesses, residents and visitors while creating a clean, safe, physical and experiential place to live, work and invest."

SUMMARY

September being the final month of the FY15/16 year, the DDA FY16/17 millage and budget was presented to the City and City Commission for approval of the levy under public hearings. The presentation allowed for excellent conversation with the City Commission where the DDA received candid feedback and outlining of expectations.

This last month of the year was spent finalizing year-end projects as well as preparing for the new year's programs and initiatives. The new team attended the International Downtown Association Conference for the first time to gain insights and ideas from hundreds of other downtowns throughout the world. On Sept. 23, the team along with Chair, Ryan Boyston attended a Downtown Symposium hosted by the Ft. Lauderdale DDA. It was an excellent opportunity to hear from other downtown organizations within your own state and around the country.

Within the month, the DDA worked closely with WARC and the Promotions Committee to finalize the creative pieces, the launch event was held and a big success. The set banners were approved by the boards and put into production. Many planning meetings were held with partner organizations regarding this year's upcoming programs, Savor the Avenue, Grove Week, and Shop Small in November as well as the potential for other new programs that will focus on the local residents.

Placemaking

Downtown Construction:

- Old School Square building maintenance began September 6th
- Met with IPIC to review construction plans and parking program during construction

Public Safety:

- Continue to work closely with PD on many issues concerning the businesses on Atlantic Ave., such as shop lifting, counterfeit bills, homeless and transient problems, small crimes and communicating to community
- Continue to work with the team to find solutions such as Security Ambassador program that will provide support to PD and allow them to do their job

Banners/Lights:

- The Set Banners went through final approval and are in production
- Banners to be installed in October
- Decorative Lighting updates and maintenance Atlantic Av

Signage/Wayfinding:

- Met with Ike, a competitor of City Post, at IDA to comparison

Clean and Safe:

- Continue to work very closely on downtown maintenance (trash cans, graffiti, café ordinance) Team attend

DELRAY BEACH DDA
September 2016 MONTHLY RECAP

Parking:

- Met with staff at City Oyster and Cabana; received great feedback and had a few employees sign up
- Planning to prepare a Parking Marketing communications piece
- Attended meeting with the Downtown and the City to review the Downtown's proposal for City funding
- Bike Share Program RFP put out to bid; DDA chosen for selection committee

Research & Economic Vitality

DDA Admin updates:

- Attended the International Downtown Association Conference in Atlanta, GA
- Attended Downtown Symposium conducted by the Ft. Lauderdale DDA
- Presented to City Commission for final budget approval on September 8th; budget adopted at September 20th Commission meeting attended by DDA team
- Attended the Comprehensive Plan Kick-off meeting
- Attended Old School Square Pre-Construction Meeting
- Facilitated Downtown Merchant & Business Meeting Team Delray planning meeting; Team Delray Task Force Meeting

Annual Report:

- Began creative and content development for the Annual Report
- Timeline for content and production has been outlined-completion date Mar. 1

Newsletter:

- Writing, Editing and photo selection in full swing for October newsletter
- Design and production underway; 3 volumes to be produced FY17 (deliver and mail)

Property/Business Owner Meeting and One on Ones:

- Scheduled next year's meeting for April 19, 2017 at the Delray Beach Public Library from 6pm-8pm and will begin the program outline and save the date; speaker or forum outline to be reviewed and secured
- Met with downtown property owner of vacant Atlantic Ave. space requesting opportunity to host a pop up store or activation for the darkspace in the 600 block

DDA Strategic Planning and Goal Setting

- Special Board workshop held on Sept. 12 to review the initiatives and prepare for final adoption
- The board will hold the final meeting on October 10 to review final plan and adopt plan
- Communication and messaging plan to be outlined at the board meeting

City Planning:



Design & Layout

- **Researched & Analyzed** both local and out-of-state Annual Reports of other DDAs, CRAs, Cities, etc.
 - Identified the most impactful aspects of other Annual Reports and customized graphics/design to fit best with the DDA's fiscal year content
- Included some **full-bleed imagery** to add warmth and creativity to the pages
- Utilized **new graphics** and effective ways of displaying numbers and data



ANNUAL REPORT FY 15/16 PREVIEW

• Introduction (pages 2 & 3)

- ✓ About the DDA section, mission statement & introduction to the organization's four focus areas (Grow, Sustain, Live it Up, Connect), and the DDA Team and Board of Directors
- ✓ Descriptions and boundaries for the 6 Downtown neighborhoods
- ✓ Photography highlighting significant Economic Vitality, Placemaking & Position Marketing initiatives



The DDA

The Delray Beach Downtown Development Authority (DDA) was created by resolution as a dependent district of the City of Delray Beach in 1971 by the Florida State legislature. The main areas of involvement in Downtown redevelopment include: Marketing and Promotion of the Downtown DDA district, Placemaking (Clean & Safe) and Economic Vitality of Downtown businesses.

Board Members

- Mark Denker, Chairperson
- Frank Fabian, Vice Chair
- Albert Rodriguez, Secretary
- Bonnie Best, Treasurer
- Ryan Boylston, Member
- Seabron A. Smith, Member

The Mission

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

Team Members

- Laura Simon, Executive Director
- Alex Farnsworth, Program Marketing Coordinator
- Lauren Lyall, Operations Coordinator

GROW

SUSTAIN

LIVE IT UP

CONNECT

DDA District Neighborhoods

THE SET

Location: Atlantic Ave and I-95 east to Swinton Ave, and one block north and one block south of Atlantic Ave

Vibe: Gateway

Artistic 30-foot columns welcome visitors to experience the past and present of Delray Beach's earliest residents, a diverse mix of West African and Caribbean cultures. Take a trip along Historic 5th Avenue to the south through Frog Alley and up West Sefton District to the north, where the former home of prominent African American educator Solomon D. Spady now houses the Spady Cultural Heritage Museum. With a new Fairfield Inn & Suites, art galleries, restaurants, and small businesses, The Set is also home to the Public Library, and the Delray Beach Tennis Center.

The Ave

Location: Atlantic Avenue from Swinton Avenue east to the Intracoastal Waterway

Vibe: Electric

Hot - Energy - Action is Atlantic Avenue from Federal Highway to Swinton Avenue. Downtown Delray's main thoroughfare of arts & entertainment boasts a myriad of restaurants and bars, coffee houses and nightclubs, and fun music. An impressive lineup of art galleries, boutiques and national retailers entices for shopping. Stay at the Colony Hotel & Cabana Club, sit at an outside cafe and people watch - whether night or day.

Pineapple Grove Arts District

Location: 2nd Avenue north to N.E. 4th Street, and Swinton Avenue east to N.E. 4th Avenue

Vibe: Artsy

A charming enclave located just off Atlantic Avenue on N.E. 2nd Avenue, the Pineapple Grove Arts District features an eclectic mix of boutiques, bistros, art galleries and salons & spas. The exciting public artwork and Artsy Alley with working artist studios located, as well as cutting edge entertainment at the Arts Garage, and a stay at the Hyatt Place.

SOFA

Location: From one block south of Atlantic Avenue to S.E. 3rd Street, and Swinton Avenue east to S.E. 5th Avenue (US-1)

Vibe: Up & Coming

The lifestyle of urban living exemplifies the South of Atlantic neighborhood. SOFA will soon be home to more than 650

residential apartment and condominiums. Boutiques, restaurants and EAT market, along with new Class A office space create the ultimate live, work and play.

US1

Location: S.E. / N.E. 5th and 6th Avenue from N.E. 4th Street to S.E. 3rd Street

Vibe: Urban

Experience the calming and beautification of Northbound and Southbound Federal Highway/US 1 from SE 3rd to NE 4th Street. Wilder poster sidewalks, landscaping, and decorative street lights provide a welcoming walkability for the retail shops, offices, and restaurants.



Organization & Economic Vitality Sections

CONNECT ORGANIZATION

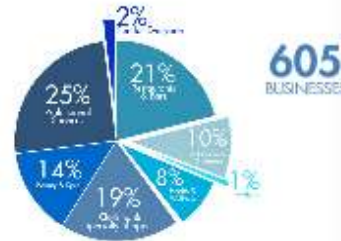
The DDA Team Connects with these key resources:

- International Downtown Association
- Florida Redevelopment Association
- Responsible Hospitality Institute (RHI)
- Discover the Palm Beaches
- Visit Florida
- DDA in West Palm Beach, Fort Lauderdale and Miami, Florida



The DDA hired two new team members — Aleksandra Romanow, Program Marketing Coordinator and Lauren Iyer, Operations Coordinator — to join Laura Simon, Executive Director

The DDA Area FY 15/16



Strategic Plan 2020

The DDA Team and Board conducted a strategic planning process through meetings and workshops. "Strategic Plan 2020" emerged with new goals, strategies, initiatives and priorities. (Plan adopted October 2016)

TEAM DELRAY The DDA connects with these Delray Beach partner organizations:

City of Delray Beach

- Recommending body to the City for public and private projects
- Clean and Safe Partner
- Special Event Task Force
- Comprehensive Plan consultant
- The Horseshoe Task Force
- Planning & Zoning Department project review
- Parking Management Board Member
- Traffic & Parking Issues

Office of Economic Development

- CEAR Program
- We "Heart" Small Biz North
- New Business Welcome packet

DDA

Delray Beach Chamber of Commerce

- Delray Affiliates Program
- Presentations to Ambassador and Economic Development Committees

VWMC

- District liaison
- Financial and marketing support
- Significant partner with the Promotions Committee in the development of a new brand

Pineapple Grove Arts District

- District liaison
- Financial and marketing support
- Advocate to merchants on behalf of PGAD Board

DBMC

- 100+ Christmas Tree Event
- Grow Week
- Sell in the West
- Public Relations and Advertising Collaboration

ECONOMIC VITALITY GROW

Create a supportive business environment and harness local economic opportunities

Big Deals

Location: Pineapple Grove Arts District

Marlin Development purchased Esplanada in the Grove for \$25.6 million (\$808 per square foot) in June 2016 from Bob Declerly and Craig Romer, the two principals of mortgage brokerage Declerly Romer & Co. The single-story shopping outlet at 241 NE 2nd Avenue, which measures 31,700 square feet, was 9.5 percent leased at the time of the sale.

Location: The Ave

Marlin Development purchased the Urban Outfitters occupied property at 306 E. Atlantic Avenue for \$8.3 million (\$750 per square foot) in June 2016. Esso Properties, managed by Ernest G. Simon, Ray M. Simon, Charles J. Simon and Alexander A. Simon Jr., sold the 11,073 square foot store. This is the first time the building traded since it was developed in 1935. In 2014, Urban Outfitters signed a 10-year lease with two five-year renewal options.

Location: The Ave

CDS International Holdings sold the Atlantic Crossing property to Edwards Companies in June 2016. The nearly 9 acres of land — two full city blocks — between Atlantic Avenue and Northeast First Street is being redeveloped for luxury condos, apartments, Class A office space, shops and restaurants, all within six commercial buildings sized between three or four stories.

Location: SOFA

The Related Group sold the newly completed Sofa One apartment project for \$62.4 million (\$363,000 per apartment) to a Chicago-based Mastrow Financial fund in July 2016. Related's RD Delray LLC sold the buildings at 151 Southeast Third Avenue with 117 units and 150 Southeast Second Avenue with 55 units which sit on a combined 2.6 acres. Built in 2015, the Downtown Delray Beach complex includes a pool, cabanas, lounge deck, two fitness centers, outdoor kitchens, a private wine cellar and lounge, tech lounge with a coffee bar and bike storage.

Business Development

The DDA District has seen significant changes during the last year with new merchants and businesses, relocations, renovations and expansions, apartments and condominiums. This growth is instrumental to the Downtown and to the community in general. It increased employment opportunities with over 230 new jobs, enhances our area for visitors and residents, and contributes to our local economy.

- Supported the opening and expansion of businesses within the Downtown District
- Attended and coordinated meetings with Downtown developers, property and business owners and potential new businesses looking for retail space and property for purchase, and provided key data and information regarding the vibrancy of Downtown
- Created a Downtown Economic Development packet for prospective businesses

DID YOU KNOW?

The DDA is funded through an Ad Valorem tax levied on all property within the DDA District by the Palm Beach County Tax Appraiser. The current tax rate is 1 Mill (0.001) on each dollar of the tax base. The purpose of the tax is to reinvest the funds back into the District through operations, economic vitality, placemaking and position marketing programs.

DISTRICT VALUE GROWTH

1993	\$31.624M
2010	\$472.870M
2016	\$692.831M
INCREASE	2,091%



Grow - Visitor Information Center

Economic Vitality Section continued...

GROW ECONOMIC VITALITY

Data Resource

The DDA Team is a key data resource for City of Delray Beach staff, partners and community leaders in the planning of future programs. Potential property and business owners interested in investing or relocating in the Downtown District, real estate brokers, neighborhood organizations, transportation planners, developers, and business development organizations all contacted the DDA for data on Downtown Delray Beach.

- **Fedestrian Study** Collecting seasonal pedestrian traffic information over time provides a sense of the unique traffic patterns at each location. The Pedestrian Survey is conducted every two years.
- **Database Management** All businesses and property owners in the Downtown District complete a Business Information Form. Data acquired includes business category, hours of operation, job tracking, square feet, etc.
- **Surveys** Conducted post-event surveys for Marketing Programs. Customers and businesses participated in online surveys responding to questions about their experiences. A giveaway was included in the Delray Orchid Giveaway in honor of Mother's Day survey and the Savor the Avenue survey to generate additional responses.

Development, Redevelopment, & Construction

- Communicate information regarding public and private construction projects impacting the Downtown businesses, residents and visitors.
- FEC railroad closings in advance of the Brightline Passenger Train project. Communicate closures of tracks throughout the Downtown in high traffic locations.
- Collaborated with partners on the continued development of both the SOFA and The SET districts, and Uptown Atlantic and Uptown Delray projects.
- The DDA Board is a recommending body for public and private construction, development, and redevelopment projects presented to Planning & Zoning.
- The DDA Board is consulted for any planning and redevelopment projects spearheaded by the Community Redevelopment Agency (CRA) which are located in the DDA District.

FACTS FY 15-16

New



Under Construction



Relocation



Renovation/Expansion



Sales



Leasing



ECONOMIC VITALITY GROW

DDA District Resources

Social Connection Newsletter

Produced two six-page newsletters with 1,500 printed and delivered for each issue.

Annual Report

Produced the DDA Annual Report for 2014-2015, and provided complimentary copies to property and business owners within the District as well as community partners.

DDA "About" Video

Created and produced a video including who we are and what we do.

DowntownDelrayBeach.com The complete resource for information about Downtown Delray Beach.

A Practical Guide for Downtown Delray Beach Businesses

A complimentary guide produced by the DDA to provide an understanding of all of the City's regulations and rules to be followed by each business to ensure a clean, safe and vibrant Downtown.

Property & Business Owner Town Hall Meeting

Reestablished the annual Property & Business Owner Town Hall meeting. The meeting was held on Wednesday, April 20th, 2016 at the Delray Beach Public Library. Guest speaker Mike Ogleby, Deputy Director of the South Florida Regional Transportation Authority provided an update on the development of the FEC new commuter service and the DDA Team presented an overview of the organization, the new About Us video, and announced that this meeting will be an on-going annual event.

Downtown Special Events Program

The City of Delray Beach instituted a new Special Events Program. Approved by the City Commission, the DDA was part of the team which reviewed ordinances, policies and procedures, and remains a member of the team to review every event application. In addition, the DDA is a member of the Special Event Technical Advisory Committee.

Economic Development Grants

Provided financial support through a grant process to these organizations in the District to further their mission in concert with DDA objectives.



Downtown Merchant & Business Association

- 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.
- This group consists of restaurant, business, and retail owners or operators in the DDA district.
- The DDA acts as the administrator to the Downtown Merchant & Business Association by handling the meeting and event planning details, communications and collaborating on projects.



May 2016

- Small Biz Mini Con: DDA Executive Director moderated a speaker panel and team members attended.
- Participated in Central Business District Business Walk spearheaded by Office of Economic Development and visited over 200 businesses within the core.

Business Marketing Programs

Successfully implemented and executed marketing programs focused on shopping, dining, small business, restaurants and holidays. All programs produced involved the merchants and were created to drive traffic to and promote the Downtown businesses. The Programs included: First Friday Art Walk, Small Business Saturday, Delray Beach Fashion Week, Savor the Avenue, One Out Downtown Delray Restaurant Week, and Delray Orchid Giveaway in honor of Mother's Day.

Visitor Center Information

Managed by the DDA on the corner of A1A and East Atlantic Avenue, the Center celebrated its 10th anniversary as a resource for hundreds of visitors a day to the City of Delray Beach. Dedicated volunteers provided customer service, hospitality and brochures, calendars, and maps to visitors. The Center is currently under renovation and when completed will be designated as the Official South Palm Beach County Visitor Center by Visit Florida.



Placemaking Section

SUSTAIN PLACEMAKING

Foster a compelling destination by enhancing the physical elements of the Downtown

Clean & Safe Program

A program within the City of Delray Beach and funded by the CRA, the Clean & Safe Team works directly with the DDA as the designated location of this area of focus falls within the District. Goals are to ensure public safety, help improve lighting, quality of landscape maintenance and cleanliness, and maintenance of streetscape furniture and amenities. The program includes the Clean Unit, Code Enforcement and public safety.

Clean Unit

- The Clean Unit maintains the cleanliness of the area, as well as advises and assists businesses and the public in refraining and violating any City ordinances and rules regarding cleanliness and maintenance.

Code Enforcement Partnership

- Provided "A Practical Guide for Downtown Delray Beach Businesses" produced by the DDA, to all new businesses in the Downtown District.
- Worked closely with the City's Code Enforcement department to communicate changes to the merchants and businesses including signage, code ordinances, and business uses.

Public Safety

Worked closely with the Delray Beach Police Leadership and the Clean & Safe Sergeant and Unit to assist in building and strengthening relationships with the Downtown merchants and businesses throughout the year.

The Downtown Manager

The DDA team was instrumental in working with the City of Delray Beach to hire a dedicated manager for the Downtown district. Responsibilities include:

- Maintenance and cleanliness within the Clean and Safe District.
- Establish a working relationship with business owners and city partners.
- Facilitate safe, vibrant and sustainable opportunities to socialize throughout the City of Delray Beach.
- Sustain the value of the social and nighttime economy while effectively addressing nuisance activities, managing public safety risks, and alleviating quality of life impacts.
- Help neighborhoods with both residents and commercial activity to achieve peaceful and mutually beneficial co-existence.

Traffic & Parking

- Member of the Parking Management Advisory Board.
- Key communicator to the Downtown constituents for road closures related to events and construction projects.
- IPIC Project Application: The DDA continues its involvement with this new development Downtown as it relates to the impact on traffic and parking.
- Ongoing promotion of the parking areas available within Downtown through all marketing channels including website, social media and printed materials.

Employee Parking

There are more than 6,000 employees working in the Downtown area. The DDA and City of Delray Beach completed their research and planning this past year and in the Summer of 2016 launched the Downtown Employee Parking Pilot Program. The main goal is to help balance the flow of parking within the Downtown allowing for more customer parking by providing a convenient, safe, consistent parking area for Downtown employees.



Sustain – Downtown Welcome Banners

PLACEMAKING SUSTAIN

Decorative Lighting Program

The DDA has created a year round and seasonal — Christmas Holiday and Valentine's Day — decorative lighting program to create a festive, fun and engaging atmosphere for visitors and residents Downtown. Assets include:

- A beautiful Sphere Tree on the beachside at Atlantic Avenue and A1A, brought to you by: The Delray Beach DDA, Marriott Residence Inn, Boston's On the Beach and Café Luna Rosa.
- Twinkle lights and garland festoon the Delray Beach Pavilion, and the Visitor Information Center on the beachside at Atlantic Avenue and A1A.
- Twinkle lights and holiday decorations adorn the Libby Wesley Plaza at SW 5th Ave and Atlantic Avenue.
- Pineapple painter palette displays on the light poles along Pineapple Grove Way.
- Gold starfish lined with red twinkle lights adorn the light poles along Atlantic Avenue from I-95 to A1A.

26
HOLIDAY
WREATHS
Displays on the NW and SW 5th Avenue light poles

500
ROPE LIGHTS
Maintenance and replacement throughout Downtown

42
VALENTINE
HEARTS
Lights on street poles throughout Downtown

Street Pole Banner Program

Responsible for the street pole banners throughout the Downtown District including creation and installation.

- Installed new banners in the Pineapple Grove Arts District.
- Welcome to Downtown banners
 - Created and ordered 67 replacement banners
 - 24 new banners for Federal Highway Intersection

67
REPLACEMENT
BANNERS

375
POLE BANNERS
Creation and installation throughout the Downtown District

24
HIGHWAY
BANNERS

The Set

A new identity is emerging for the long-standing residential and business communities surrounding the Atlantic Avenue corridor from Interstate-95 to Swinton Avenue. This area, collectively referred to as the West Atlantic Neighborhood, has a new name that reflects both the rich history of the area and the growth and investment it is currently experiencing: The Set.

Funding from the DDA provided the following:

- Brand development
- Created, purchased and installed new banners
- Purchased and installed rope lighting for poles

In addition to WARC, the West Atlantic Branding Initiative is collaboratively supported by the DDA, Office of Economic Development, CRA, DBVC, Greater Delray Beach Chamber of Commerce and the Spady Museum.

75
NEW BANNERS
Created and installed throughout the Downtown District

125
POLES DECORATED
Purchased and installed rope lighting on Atlantic Avenue between Swinton and West 12th Avenue

Research/Collaboration

Executive Director Laura Simon, along with the City of Delray Beach Downtown Manager, Community Improvement Director and Clean and Safe Sergeant attended the Responsible Hospitality Institute (RHI) Social City Leadership Summit in Charleston, SC in March 2016 to learn more about tools for investing in a safe and vibrant nightlife.

Position Marketing Section

LIVE IT UP POSITION MARKETING

Create a positive image that showcases the Downtown's unique assets

Created an innovative marketing campaign to showcase the authenticity and uniqueness of Downtown Delray Beach, and drive economic vitality with a year-round, multi-channel marketing and advertising plan.

New Website launched

DowntownDelrayBeach.com: This is the website to visit for "All Things Downtown." This brand new website launched this year to increase visibility for stakeholders, merchants and the Downtown.

Enhancements to the site included:

- Responsive design adaptable for all devices
- Visitors are now able to search for information by categories of businesses or interests, keywords and neighborhoods
- Events and promotions have increased visibility
- Each business has a new media rich landing page for photo and video galleries, links to social media including Facebook feed, and areas to promote events, sales, happy hours and entertainment
- The new site includes a Downtown Blog



Web sessions via Social Media Referral has increased 84% over last year.

Guide to Downtown Delray Beach

The 2016 edition included an overview of Downtown, fold-out map, and listings for all things "Downtown Delray." 50,000 copies of the Directory are distributed to five Florida Welcome Centers, throughout the City of Delray Beach and Palm Beach County.

Public Relations

- Developed a communication strategy to inform, educate and engage the media, Downtown businesses, and residents
- Increased media exposure by distributing 21 press releases, wrote and published 13 news stories, received more than 170 PR placements, and participated in 10 media interviews

Advertising

Produced 12 months of multi-channel advertising to ensure Downtown Delray Beach is "top of mind" for travelers and residents.

- Local regional and national advertising in 10 publications
- New media purchases included:
 - Art & Culture Magazine summer 2016 anniversary issue: partnered with the Correll Art Museum/Old School Square to promote the art and culture available in Downtown and market the area as an Arts Town Destination
 - Miami/Wisdom Luxury magazine ads
 - Discover the Palm Beaches 2016 Visitors Guide: partnered with DDMC, 100,000 print copies plus digital
 - Visit Florida Magazine annual publication
 - Horizon Travel Magazine February and March 2016: partnered with the Hyatt Place Delray Beach, insert in Toronto Star 100,000 copies, plus 10,000 commercials on digital signage in The Palm train station in February 2016 (Toronto's Financial District)

Videos

The DDA continued to see the need for video as an element for their marketing initiatives. Videos produced include:

- "We are the DDA"
- First Friday Art Walk
- Save the Avenue Recap
- Delray Beach Fashion Week Recap

The "Inside Downtown Delray Beach: The Series" videos featured Downtown businesses and highlighted Art & Culture and Beauty & Wellness.

Business Profiles: A program sponsored by the DDA in partnership with VUP Media. It provides merchants and businesses with the opportunity to create a 2 minute HD video to be used for promotional purposes.

Digital Signage

- The DDA applied for and received a \$5,000 grant from Visit Florida for new digital signage equipment and production of videos for use in promoting Downtown.
- Digital Signage is located in the Visitors Information Center and features curated information about the Downtown. Examples include: still image and video, trolley, weather and event information, and merchant promotions pulled from their landing pages on the new website.

DDA Marketing Programs

Delray Orchid Giveaway

In honor of Mother's Day, the DDA presented this program to encourage shoppers to visit the more than 300 fashion boutiques, art galleries, gift shops, spas, salons, and fitness studios Downtown, collect \$200 in receipts and receive a Phalaenopsis Orchid plant. This annual program is generously supported by the Downtown Merchant and Business Association. This year, the DDA developed new creative and collateral, additional PR, and online and social media and print strategies.

Small Business Saturday

The main fabric of Downtown Delray Beach is comprised of 93% small business owners, both retail and restaurants, many of whom have had their doors open for over 15 years and some as long as 80. Downtown celebrated Small Business Saturday on November 28, 2015.

Highlights included:

- The DDA was a Shop Small Neighborhood Champion
- 300 businesses joined in the day
- Shop Small Advertising developed for television, newspaper, online, social media, and YouTube
- Distributed over 400 tote bags, balloons, door mats, stickers, pennants, crowns and posters to the participating businesses



POSITION MARKETING LIVE IT UP

FIRST FRIDAY WALK

The DDA and Old School Square worked together with the Downtown art community to revitalize the First Friday Art Walk marketing program. Initiatives enhanced the customer experience and increased exposure for the Downtown Art & Culture scene.

Highlights included:

- Brand Delray Beach as an "Arts Destination" as it has been for 150 years
- Incorporate host venue's increased PR and marketing:
 - "Inside Downtown Delray Beach Series" Art & Culture video
 - Monthly First Friday Art Walk Blog highlighting the unique gallery offers and promotions
 - Populated the First Friday Art Walk event listing under the "Downtown Events" webpage with new photographs and content
 - Produced a First Friday Art Walk video
 - Added individual gallery offerings/events to the Merchant Promotions & Events webpage
 - Paid posts on Facebook
 - Created a First Friday Art Walk Event on the DDA Facebook page
 - Created new First Friday Art Walk brochure and posters



Holidays Downtown

The DDA celebrated the December 2015 holidays with festive décor and marketing elements to promote shopping, dining and events in the Downtown District.

- Advertising campaign with television, print and social media
- 100ft Christmas Tree Event — provided \$30,000 in funding as sponsorship for lighting, assembly and dismantling of the tree.



Position Marketing Section continued...

LIVE IT UP POSITION MARKETING

Fashion Week



The 3rd annual Delray Beach Fashion Week transformed Downtown from January 16-23, 2016 with fashion shows, runway events, a designer showcase, beauty clinics, a hair show, and of course shopping.

Created by the Delray Beach Downtown Development Authority and the local merchants, hundreds of people attended the events, and the sold-out fashion show runway seats raised more than \$7,000 for the Achievement Centers for Children & Families, Old School Square and the Ropert Project.



Savor the Avenue



Cheers to a successful 8th annual Savor the Avenue on March 21, 2016!

- DDA partnership with Boca Raton & Delray Magazine
- 1,160 guests at the five block, 1,300 ft. long dining table
- 18 Downtown restaurants participated in the event serving 40-110 guests at their tables averaging a \$115.00 ticket price
- Steve Weagle, Chief Meteorologist, WPTV was the emcee
- \$3,300 dollars raised for the Delray Beach Historical Society
- Sponsors: 111 First, Hyatt Place, Atlas Party Rental, Grimas Tents & Events, Delray Garden Center, Atlantic One Realty and South Florida BMW
- Table Décor contest winners: 1st place — 50 Ocean, 2nd place — Salt 7, 3rd place — Max's Harvest & Max's Social House
- Restaurant revenue from this event was estimated at \$133,065



POSITION MARKETING LIVE IT UP

Dine Out Downtown Delray Restaurant Week

The 1st annual Dine Out Downtown Delray Restaurant Week from August 1 through 7, 2016 was launched and produced by the DDA in partnership with the Downtown Delray Beach restaurants and food and beverage merchants.

Purpose: To showcase the diverse dining scene and wide array of culinary experiences in Downtown Delray Beach during the summer season.



What: Dine Out Downtown Delray featured special prix fixe multi-course lunch and dinner menus and culinary experiences including cooking classes, wine tasting/food pairing dinners, chef demonstrations and more. The weeklong event provides locals and visitors an opportunity to sample area restaurants and food/beverage merchants at special prices. Diners simply selected their choice from the list of participating restaurants and merchants.

Price: Dine Out Deals: \$10 and under; Three-Course Prix Fixe Lunches: \$20 and under; Three-Course Prix Fixe Dinners: \$20-\$40, Culinary Experiences & Events: prices varied by restaurant and merchant



Charitable Partner: Healthy Beliefs, a program of the Delray Beach Achievement Centers for Children & Families, founded by DaDa's Executive Chef Bruce Feingold and his wife Amanda, committed to community outreach and education focusing on nutrition for underprivileged children and families in Delray Beach. More than \$3,000 raised.

Marketing campaign included: Print and online advertisements, radio and television commercials, E-blasts, postcards, posters, gift card on-air radio giveaways, social media, digital signage at Palm Beach International Airport, and an Open Table promotion.



Financials & District Map

FINANCIALS A REPORT

FROM THE TREASURER

The Downtown Development Authority's Financial Statement of revenues and expenditures for fiscal year 2015-2016, which ran from October 1, 2015 through September 30, 2016, are shown to the right.

The DDA team continued to promote, strengthen and support all of the businesses and stakeholders in the DDA district. Our efforts for the three areas of responsibility — Economic Vitality, Placemaking and Position Marketing have proven to be successful once again. We hope that you find this 2015-2016 Annual Report of our progress to be informative. Please contact the DDA team with any questions or comments.

Bonnie Bear
Co-Owner, Caffé Luna Rossa
Treasurer, Downtown Development Authority

REVENUE	
AD VALOREM TAX	\$ 705,739
SPONSORSHIPS	\$ 49,186
INTEREST EARNINGS	\$ 198
MISCELLANEOUS	\$ 29,086
TOTAL REVENUE	\$ 784,209
EXPENDITURES	
ECONOMIC VITALITY	
PLACEMAKING	\$ 445,624
POSITION MARKETING	
GENERAL OPERATING	\$ 250,649
TOTAL EXPENDITURES	\$ 696,273

For a complete copy of the Audited Financial Report, contact the City of Delray Beach or the DDA. Gina L. Clayton, PA-DDA Auditor.

1ST ANNUAL DINE OUT DOWNTOWN DELRAY RESTAURANT WEEK August

30 Restaurants Including:
Full-service establishments,
juice bars, cafés, and pizza shops.
11 Culinary Events
10 \$10 & Under Dine Out Deals
8 Three-Course Prix Fixe Lunch
offers: \$20 and under per person
19 Three-Course Dinner
offers: \$20-\$40 per person

DELRAY ORCHID GIVEAWAY IN HONOR OF MOTHER'S DAY May

Retail purchases were approximately
\$52,000 in sales.
260 Orchids were given away.
27 Volunteers spent 52 hours
at the Orchid Station.



ELECTED OFFICIALS 2015-2016

Cary Gluckstein, Mayor
Jordana L. Jarjura, Vice — Mayor
Mitch Katz, Deputy Vice — Mayor
Shelly Petralia, Commissioner
Al Jaquet, Commissioner

Boundaries:

The DDA's district extends along Atlantic Avenue, in Delray Beach, Florida, from I-95 eastward to US A1A and includes a block or so to the north and south. In the area of Atlantic Avenue between Swinton Avenue and NE 7th Avenue, the district extends for the most part four blocks to the north and three blocks south of Atlantic Avenue.

Neighborhood commercial centers within the District include SOFA (South of Atlantic), The Set (along the West Atlantic Avenue corridor), Pineapple Grove Arts District, The Avenue and the Federal Highway corridors just north and south of Atlantic Avenue.

Back Cover & Self-Mailer

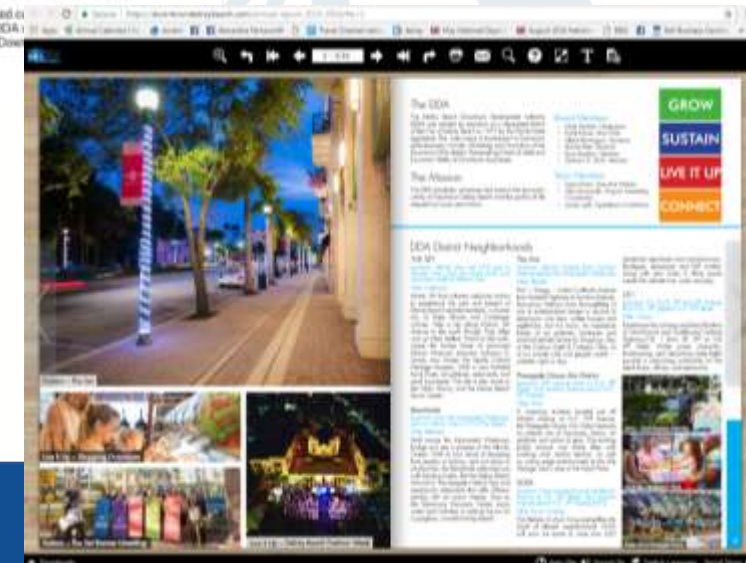


65 SE 4th Avenue, Suite 108
Delray Beach, FL 33483

TO:

Distribution

- **Self-mailer** to Downtown businesses, property owners and residents
- **Email** (to all Downtown businesses, city commissioners, other city organizations)
- **Website** (in Flipbook form):
<https://downtowndelraybeach.com/annual-report-2015-2016>
- **Community Meetings**
 - Distributed at *Annual Town Hall Session for Downtown Business & Property Owners*, monthly *Downtown Merchant & Business Association* meetings & other community meetings



Read the Delray Beach DDA's 2015/2016 Annual Report

Available online in Flipbook form here:

<https://downtowndelraybeach.com/annual-report-2015-2016>

