Marketing Awareness - Planning for a Sustainable Downtown

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Downtown Delray Beach – 1980’s

- 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
Community Redevelopment Agency

CRA’s primary role -- contribute funding for beautification projects (often matching City and private dollars)
Traditional Downtown Grid Street System

Delray Beach - 3 distinct districts in master plan

Atlantic Avenue:
Main Street through downtown runs from I-95 to the beach, ≈2 miles in length
Visions 2000

• 1988 – initiated by the Chamber of Commerce, City and the business community
• 100+ residents and community leaders engaged in a weekend-long visioning process
• Developed goals, programs and projects for revitalizing the City
• Focus on downtown redevelopment, cultural facilities and historic preservation – capitalize on existing assets
• Create a sense of place; identified Downtown Delray Beach as “Village by the Sea”
• Resulted in passage of $21 million “Decade of Excellence” bond issue for infrastructure improvements – 60+ % voter approval.
4 Legs of the Delray Beach Chair
20-Year Plan

**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:** Café Society

**Downtown Housing:** More customers for the merchants

**Retail Promotions:** Sustain the redevelopment efforts
Free Unique Special Events
Downtown Housing
Retail Promotions
In the beginning…

• The marketing and promotion of Downtown Delray Beach was through the special events –
Thriving and vibrant with restaurants, unique shops, art galleries, spas and cultural facilities

Vacancy rate ≈5%

2,000 residential units approved and/or constructed

Active Day & Nightlife 7 days a week
## Delray Beach, Florida

Knowing who you are.....

- **2010 Population**: 60,522
  - Under 5 years: 2,845
  - Under 18 years: 9,744
  - 19-64 years: 33,650
  - 65+: 14,283
- **Median Household Income**: $49,823
- **Median Household Value**: $234,700
- **Persons below Poverty Line**: 13.9%
- **Total Number of Firms**: 9,294

U.S. Census Bureau
Delray Beach, Florida
Knowing who you are.....

- Land Area 2010: 15.81 sq. miles
- Persons per sq. mile: 3,828

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Education</th>
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<tr>
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<tr>
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<tr>
<td>Other</td>
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U.S. Census Bureau
Imagine…
Downtown as Your Home
"The DDA Mission is to enhance and stimulate balanced economic growth through position marketing activities that engage Downtown businesses, residents and visitors while creating a clean, safe, physical and experiential place to live, work and invest."
DDA District
340 Acres
Marketing Strategy - 2010

- Develop a theme/brand that will promote the Downtown as a unique and sociable city which will enhance, strengthen and establish new business opportunities.

- Generate excitement among the business community that fosters a more collaborative working relationship.

- Create a monthly campaign recognizing specific categories of businesses.

- Collaborated with a professional marketing firm.
2010/2011 Monthly Campaigns

- **December 2010**
  - Shop, Wrap & Roll
  - Night & Day Downtown Delray
  - The Delray Beach Downtown Development Authority

- **Shop, Wrap & Roll Month December 2010**

- **Royal Palm Place**

- **NIGHT & DAY DOWNTOWN DELRAY**

- **NIGHT & DAY DOWNTOWN DELRAY - December 2010**

- **Downtown Delray's December 2010 Shop, Wrap & Roll**

- **We're just what you need.**

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

- **DowntownDelrayBeach.com 561-243-1077**
2010-2011 Marketing Summary

• **Print Ads:**
  - 50 Full and Half page Ads Designed & Produced
  - 10 Editorial Pieces written
    - Newspaper and Magazine

• **Multi Media:**
  - 216 - TV Monthly Spots (WPTV Channel 5)
  - 90 - Radio Spots (Clear Channel Radio)

• **Online:**
  - Over 70 Online ads produces / e-blasts
    - VisitFlorida, CVB, Sun-Sentinel, Clear Channel Radio, DelrayMag.com, FL Travel Lifestyles

**Total Impressions : 52 Million Media Impressions**
(without Social Media)
2010-2011
Marketing Investments

• Total Business Participation
  ▪ 200 Merchants Participated
  ▪ 495 total Specials or Promotions to include in store events

• Overall Merchant Rating of the Program
  ▪ 85% Rank the overall Awareness Program Good to Excellent
  ▪ 90% of the merchants surveyed said that the program assisted in developing new customers

• Total Marketing Investments:
  ▪ DDA ‘s total: $101,343
  ▪ In-Kind Received: $246,980
  ▪ Sponsor Support: $67,349
  ▪ Business Coop: $188,470
  ▪ Total Value: $1,214,882

• Economic Impact: $204,347,608
  *American Arts Calculator
2011 - 2012 Marketing & Promotion Campaign Strategy

- Strengthen the Brand
- Continue to Market Locally and Regionally
  - Print / Online / Social Media / Multi Media
  - Build upon the Monthly Promotions
  - Broaden the reach of customers
2011-2012 Marketing Summary

- 26 magazine ads nationally
- 15 editorial/advertorial nationally
- 16 newspaper print ads locally
- 1,800 TV spots locally
- 90,000 brochures distributed locally
- 1,800 posters hung throughout downtown
- 30 email Blasts sent to 3,000
- 80,000 guidebooks distributed regionally
- 150 Facebook ads locally/nationally
- 700 Facebook posts
- 6,000 leads generated
- 150,000 visits annually to the DDA website (downtowndelraybeach.com)

- Over 200,000,000 Media Impressions
2011-2012 Marketing Investments

- **Total Business Participation** (as of 8/2012)
  - 280 Merchants Participated in the brochure listings (up 130)
  - 775 Total Specials or Promotions to include in-store events
  - 500 Merchant Offers posted on Facebook.com/delraydda
  - 24 Weekly Merchants Highlighted with Merchant Contest

- **Overall Merchant Rating of the Program**
  - 96% Rank the overall Awareness Program Good to Excellent
  - 96% Rated results from the program as Good in developing new customers / awareness

- **Total Marketing Investments:**
  - DDA’s total: $150,141
  - In-Kind Received: $128,400
  - Sponsor Support: $65,690
  - Business Coop: $286,000
  - Total Value: $1,298,444

- **Economic Impact:** $381,105,590

*American Arts Calculator*
Position Marketing:

Marketing Goal: Strengthen the brand awareness of Downtown across all channels and enhance the promotions of the downtown businesses resulting in positive economic growth.

(Online, Print, Multi Media, Social Media)
Advertising for Downtown Delray 2012-2013 (Nov-May)

- **Web:**
  - Downtowndelraybeach.com
    - 199,047 total visits to the site (70% ↑)
    - 150,266 total unique visits (66% ↑)
    - 485,000 Pageviews (40% ↑)
    - Demographics: Local and Canada highest

- **Facebook.com/delraydda**
  - #1 Page in South Florida
  - Local/National
  - Over 10,500 fans as of May 2013
  - 700-1,500 fans talking about us
  - Virtual Reach per month: 600,000
  - Sponsor ads and page monthly
  - 60 Posts per month
  - Weekly Merchant contest receive ads

**Pinterest:** Run a photo Campaign highlighting The businesses
Propose to Increase “The 2012 Numbers”

- 25 magazine ads ran nationally
- 14 editorial/advertorial nationally
- 30 newspaper print ads to run locally
- 2,000 TV spots to run locally
- 50,000 cards distributed locally
- 1,800 posters hung throughout downtown
- 30 email blasts to be sent to over 5,000
- 50,000 guidebooks distributed regionally
- 150 Facebook ads ran locally and nationally
- Increase in social media exposure
- Increase Facebook posts and engagement
- Increase website traffic
- 10,000 leads to be generated

- Exceed 400 Million Impressions
## It’s Working in Downtown Delray

### Year | Retail Sales | Restaurant Sales | Total
--- | --- | --- | ---
1998 | $29,779,783 | $29,813,100 | $59.6m
2003 | $41,004,901 | $61,448,611 | $102.5m
2008 | $103,019,405 | $86,993,679 | $190.0m

### 2003-2008

- **Palm Beach Co.:** Retail Growth + 21.2%, Restaurant Growth + 16.6%
- **Delray Beach:** Retail Growth + 48.7%, Restaurant Growth + 41.5%

Source: Florida Department of Revenue
Pedestrian Counts in the Hospitality District – 5 blocks:
(counts every 15 minutes for 24 hours)

- January Wednesday night - no events 6,837
- January Friday night – 2 events 7-10 pm 13,658
- February Friday night no event 12,941
  Second location 16,198
  February Saturday night 1 day event 20,542
  Second location 23,779

Pedestrian Counts Intracoastal Bridge

- March Friday night – no events 5,101
- March, Saturday night – no events 6,839
And have FUN!
Special Thanks!