

Marketing & Communications

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, window lighting and Christmas tree maintenance. The CRA also contributes to funding for administrative expenses and provides funding for the Clean & Safe Program. Other programs include:

- Business Development Assistance Program** - Rent assistance grants are available throughout the DDA District to small businesses during their first year of operations (rents 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 jobs and a minimum two-year lease and a business plan is required).
- Site Development Assistance Program** - Created to help businesses expand and make property improvements, this grant reimburses businesses and related improvements, design fees and of the cost of renovations and exterior improvements, design fees and signage, landscaping, parking improvements, development Area 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 of an approved (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 marketing plans, graphic design, web design and office rental. Call (561) 265-3790 for more information. For more details on the above grant programs, please call (561) 276-8640. www.delraycra.org

STRATEGIES for SURVIVAL

TIPS AND ADVICE FOR WEATHERING A FLAT ECONOMY

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 maintain a basis 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 Ferrer
Executive Director
Delray Beach Downtown Marketing Cooperative
Downtown Development Authority

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-mails. 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, 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 Dorsale 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 such as outings with an art club to 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.

Strategies for Survival Delray Beach Downtown Development Authority

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Delray Beach's Downtown Development Authority produced **Strategies for Survival** to benefit property owners, merchants and businesses. This proactive approach to meeting current economic challenges was conceived as Delray Beach's personal stimulus guide. Strategies for Survival includes information from the City of Delray Beach, the Greater Delray Beach Chamber of Commerce, the Community Redevelopment Agency and the Downtown Development Authority. Numerous promotional services are provided by these entities, including events geared to drive customers downtown. The survival guide also offers very helpful tips and insights into improving service and business practices to build and maintain customer bases.

14 THE 2009 FRA AWARDS BEST BOOK

Outstanding New Building Project



Fort Myers River District Publix Grocery Store Fort Myers Redevelopment Agency

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Without a growing residential population, it was difficult to attract the retail businesses, restaurants and entertainment components required to create a revitalized urban center. In the case of the Downtown District, the downtown was faced with the conundrum that it needed residents to attract the retail and yet it needed a grocery store to attract the residents. The solution: The **Fort Myers CRA** formed an innovative partnership with one of the high-rise developers and a national real estate firm in order to bring a top-brand, full-service grocery store into the district.