

RESEARCH & ECONOMIC DEVELOPMENT

Goal: Enhance the business environment and Economic Vitality by promoting a strong economy and advocating for the Downtown.

Areas of Focus:

- Business Development – Planning, Retention and Expansion Programs
- Capture Downtown Data
- Promote the progress and attract appropriate businesses to the area

Project	Overview	Notes
Business Development:		
• Team Delray	<ul style="list-style-type: none"> ➤ Continue to collaborate, communicate and partner with all organizations ➤ Enhance communication and leverage resources 	Continued Area of Focus
• Retail/Business Development Strategy	<ul style="list-style-type: none"> ➤ Initiate and source partner to conduct a Downtown Retail and Business Development Strategy (update of the Cluster analysis) ➤ Strategy that helps all neighborhoods thrive and have the right business mix ➤ Assist with the update of the Downtown Master Plan (partner) 	Priority #1
• Promote Progress & Development	<ul style="list-style-type: none"> ➤ Resource and Information Guide: Create and Develop a comprehensive document that consists of all data <ul style="list-style-type: none"> - Next Big Projects Brochure - Pedestrian Data - Downtown Business mix/make up - Survey results ➤ Continue to message the progress and success of the Downtown economy through the DDA Newsletter, Annual Report, Press Releases and presentations ➤ Increase engagement with the DDA District Property owners – One on One/Town Hall ➤ Continue to market the business community and drive positive economic growth ➤ Continue to promote the Downtown Business events, new business development (SOFA/WA), grand openings, anniversaries and celebrations 	
• Special Event and Special Use Process	<ul style="list-style-type: none"> ➤ Advocate for the Business within the Downtown regarding Special Events ➤ Event Criteria and Purpose – survey the business community and analyze the economic impact of the events ➤ Participate in the SETAC (Special Event Technical Advisory Committee) ➤ Special Use permitting – Ease of Process 	Priority #2B

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<ul style="list-style-type: none"> • Business Retention Programs 	<ul style="list-style-type: none"> ➤ Decrease business turnover ➤ New Business Welcome Kit – (ie: Practical Guide, Collateral, Youtube video message – who we all are) ➤ Strengthen the Business Community - Restaurant/Merchant Meetings –Community Business Boot camp ➤ Employee Benefits – Appreciation Day ➤ Business Incentive programs – Rewards and Recognition 	Priority #2C
<ul style="list-style-type: none"> • Neighborhood Brand Development 	<ul style="list-style-type: none"> ➤ Support The Set launch and brand exposure – (FY15/16) <ul style="list-style-type: none"> - Continue momentum through WARC funding in the 16/17 year ➤ Video development to showcase the neighborhood character and authenticity ➤ Ensure all neighborhoods are successful and are set up to be successful 	Priority #3
Downtown Data Resource		
<ul style="list-style-type: none"> • Research and Data Collection 	<ul style="list-style-type: none"> ➤ Continue to capture business information – Business Intake Form ➤ Conduct Downtown Surveys <ul style="list-style-type: none"> - Perception Survey – users of the Downtown (safety, parking,) - Business Owner and Property Owner feedback 	
Physical Improvements		
<ul style="list-style-type: none"> • Visitor Information Center 	<ul style="list-style-type: none"> ➤ Upgrade the current facility to be a true representation of the Downtown ➤ Establish a street level, easily accessible and highly visible Visitor Information Center (VIC) facility for Downtown Delray Beach catering to drive market and pedestrian traffic, while raising awareness of assets and accommodations in the local community ➤ Partner with Team Delray and Discover the Palm Beaches to create a State recognized Visitor Center driving local and visitor traffic to the Downtown Businesses ➤ A VIC enhances the visitor experience, promotes business and increases tourism and economic impact to the area 	Priority #2 Marketing and Econ Development
<ul style="list-style-type: none"> • New Development messaging 	<ul style="list-style-type: none"> ➤ Effectively communicate the Public and Private Construction projects that will impact the downtown businesses, residents and visitors ➤ Continue to be engaged with the city engineering team to assist with the development plans and messaging 	
Economic Grants		
<ul style="list-style-type: none"> • Support Organizations 	<ul style="list-style-type: none"> ➤ Continue to provide funding support to WARC and PGAD ➤ Continue to provide funding support for the 100ft Christmas Tree 	