



## DELRAY CONCOURS FOUNDATION

To  
Delray Beach CRA  
Board of Commissioners

JULY 10, 2025

Dear Commissioners and CRA Staff,

The Delray Concours Foundation is requesting your vote to **approve the cancellation of the greenmarket on Saturday April 18, 2026** to enable a 3greater economic development through the full plan of the **5th Annual International Delray Beach Concours d'Elegance** weekend which this year incorporates Old School Square front lawn for Friday, Saturday, and Sunday. Our event brings into our city and CRA district an estimated **\$600,000 in weekend spending at local businesses (AEP6 Calculator) and Billions in net worth in automobile-owning participants alone**. This 3-day weekend event economic impact for Delray Beach is far greater than a single greenmarket day.

Thank you for your consideration of the **big picture**:

- Step 1 is to take a step back and recognize this is a concours d'elegance not a car show. A car show is a local gathering of \$50,000-\$200,000 cars. We host million dollar museum-owned historic and internationally famous automobiles and celebrity speakers. For instance, **we have the 5th most expensive car in the world confirmed for 2026 (1962 Ferrari 250 GTO \$80 million)**. This means significant economic development potential for our city.
- The date is towards the end of April, **AFTER season ends**.
- This results in **greater economic impact than a single Greenmarket Saturday**.
- The Greenmarket is **already cancelled the week before for Delray Affair**.

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## DELRAY CONCOURS FOUNDATION

- Delray Concours hosts \$250 million worth of museum-owned historic automobiles. Adding the front lawn doubles this value to \$500 million. This means our event physically brings **Billions worth of individuals (just from car owner participants alone) to our Downtown economy for an entire weekend spending time and money in the DDA & CRA districts.** Several of our Entrants are worth several hundreds of millions of dollars and enjoy returning to our city after 5 years of the DBC.
- Other cities where major concours events are held around the country say thank you and welcome the weeklong concours events with open arms because they see the big picture. Delray is only a weekend and has several mini luxury events before the Sunday family day.
- **50 local businesses contribute to the weekend event expense of \$200,000** combined cash and in kind expenses in our local economy. There is no comparison here for the Greenmarket. And we have **donated \$125,000 to Delray charities**, so far.
- We have **10,000 attendees as an international and national destination event**, and thus is a city impact event while the weekly greenmarket is not.

Thank you for your consideration in cancelling the greenmarket for a fourth day in 2026 to enable great economic development for Delray Beach, while also enabling greater donations to Delray Beach charities.

Sincerely

A red ink signature, likely of Max Zengage, Billy Himmelrich, or Chris Nicotra.

**Max Zengage, Billy Himmelrich, and Chris Nicotra,  
President and Vice Presidents  
Delray Concours Foundation**

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# SUMMARY

2022-2025  
TOTAL  
DONATIONS  
TO DATE



April 27, 2025  
4TH ANNUAL DELRAY BEACH CONCOURS

*Delray Beach Charities* \$125,000.00

One Hundred Twenty Five Thousand and 00/100 Dollars

MEMO

Delray Beach Stephen Greene Marc Grimes Robert Cantwell  
Concours Foundation Board Billy Himmelrich Nicole Grimes Randy Cox  
Josh Abrams Max Zengage Chris Nicotra Kerry Filippone Daphney Antoine







4th ANNUAL  
**DELRAY BEACH CONCOURS**  
*A Garden Party of Automotive Excellence*



## GRAND CLASSICS

THANK YOU TO OUR 2025 SPONSORS!

DELRAY DRIVER (PREMIER PARTNER)








ELEGANT OLD SCHOOLER (GOLD)







CLASSIC CRUISER (SILVER)







FERRARI BREADVAN (ALUMINUM)







VINTAGE RACER (BRONZE)







FRIENDS OF DBC



# DISCOVER THE PALM BEACHES

## Key Improvement

- Our goal is to formally Partner with the county tourism resources for 2026 in a similar capacity as Delray Affair

## ECONOMIC IMPACT ANALYSIS FOR DESTINATION EVENT

Calculated by the Arts and Economic Prosperity 6 (AEP6) by Americans for the Arts.org

- Amount Spent In Delray Beach Before and After Weekend Festival | \$180,000
- Hotels 200+ room nights (Partnering with Aloft, Hampton Inn, Seagate, The Ray, Colony, Opal) | \$42,000
- Parking Fees (City, Hotels, Street Parking, Private Lots) | \$25,000
- Value of 2,340 Volunteer Hours at Minimum Wage | \$16,965
- Value of 20 full time equivalent (FTE) jobs | \$261,000
- Local, state, and federal government revenue | \$70,552

### • **TOTAL INDUSTRY IMPACT: \$595,517**



[National Findings](#) [Local & Regional Findings](#) [National Calculator](#) [Tools & Resources](#)

#### Definitions:

##### Total Expenditures:

The total dollars spent by your nonprofit arts and cultural organization and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

##### Jobs (Employment):

Employment data in IMPLAN is an annual average headcount of full time, part time, and seasonal employment. Note that a person can hold more than one job, so the job count is not necessarily the same as the count of employed persons. While IMPLAN employment adjusts for seasonality, it does not indicate the number of hours worked per day. It is not, therefore, equal to full time equivalents. This is the same definition used by the U.S. Bureau of Economic Analysis Regional Economic Accounts and the U.S. Bureau of Labor Statistics Census of Employment and Wages.

##### Household Income:

The total dollars paid to community residents as a result of the expenditures made by your arts and cultural organization and/or its audiences. Household income includes salaries, wages, and entrepreneurial income paid to residents. It is the money residents earn and use to pay for food, shelter, utilities, and other living expenses.

##### Government Revenue:

The total dollars received by local, state and federal governments as a result of the expenditures made by your arts and cultural organization and/or its audiences. Government revenue includes revenue from local and state taxes (e.g., income, sales, lodging, real estate, personal property) as well as funds from license fees, utility fees, filing fees, and other similar sources. Local government revenue includes funds to governmental units such as city, county, township, and school districts, and other special districts.



# Jeff Perlman

Former Delray Beach  
Mayor Carl DeSantis  
Foundation

To: Max Zengage, Billy Himmelrich & Chris Nicotra  
President and Vice Presidents, Delray Concours Foundation  
July 10, 2025

To whom it may concern,

This letter is to show my support of the continued success of the annual International Delray Beach Concours d'Elegance event, now in its 5th year. With this festival being the only free for families concours event in the country, it is quite special Delray Beach has the privilege to host this globally attractive festival.

Giving back is at the core of this event's mission, donating 100 percent of the event proceeds to Delray Beach charities, with a clear focus on first responders, youth, and history. Over \$125,000 has been donated in its first four years and I see great potential to grow this grassroots fundraising mission that is produced by a group of local volunteers. The City of Delray Beach's event sponsorship and partnership goes a long way to ensuring its success.

I support the Delray Concours Foundation's mission to grow this event with the expansion of the Cornell Museum's front lawn and understand this results in the need to relocate that weekend's greenmarket, preferably to a frequently used alternative location of the Tennis Center Parking Lot. I also support the addition of the Tour d'Elegance and Vintage Picnic that will further align the Delray Beach Concours with world class renowned concours such as Pebble Beach, Amelia Island, and Moda Miami.

## 2026 Delray Beach Concours Event Growth I Support

1. Cornell Front Lawn Expansion for Friday, Saturday, Sunday
2. Grand Tour d'Elegance
3. Ticketed Vintage Picnic
4. City Event Sponsorship
5. 3 Parking Garage Event-managed Fundraising Operations

Collaborative efforts between the City and this community event strengthen our local economy, culture, and attractiveness. This International automotive-focused event attracts museum collectibles from around the country and world as well as welcoming thousands of residents and visitors of all ages without the burden of \$100+ admission. With an average value of one million dollars of each displayed historic car and a total showfield estimate of \$250 million and many entrants from the famed Pebble Beach Concours, this event also attracts industry leaders and national businesses that are potential large contributors to our local taxbase and economy.

It is important to support the continued success of this annual milestone that is of the highest quality events in Palm Beach County. I look forward to the 5th Annual International Delray Beach Concours d'Elegance on April 17-19, 2026.

Sincerely,

Jeff Perlman





# Diane Colonna

Former CRA Director 2000-2014  
Former Delray Beach Planning and  
Zoning Director

To: Max Zengage, Billy Himmelrich & Chris Nicotra  
President and Vice Presidents, Delray Concours Foundation  
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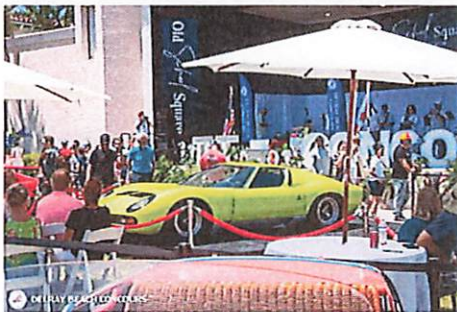
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Sincerely,

*Diane Colonna*  
Diane Colonna





# Harvey & Virginia Kimmel

Kimmel Family Foundation

To: Max Zengage, Billy Himmelrich & Chris Nicotra  
President and Vice Presidents, Delray Concours Foundation  
July 10, 2025

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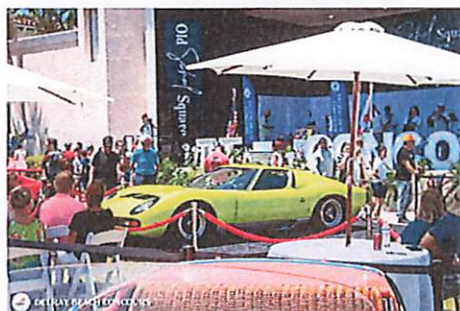
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Sincerely,

*Harvey Kimmel*  
Harvey and Virginia Kimmel





# DELRAY CONCOURS FOUNDATION

## DDA EVENT PARTNERSHIP PROPOSAL

### International Scale of Event

- Entrant Vehicles Total Value is larger than a small country's GDP (National Gross Domestic Product)
  - DBC Automobiles = \$500 Million+
  - Anguilla \$460 Million
  - Dominica \$742 Million

### Countries' GDP Smaller and Equal to DBC's Cars



- Entrant Participants Total Net Worth is larger than a small country's GDP (National Gross Domestic Product)
  - DBC VIPs = \$5 Billion+
  - Maldives \$7,480,000,000
  - Cayman Islands \$7,139,000,000
  - French Polynesia \$6,402,000,000
  - Fiji \$6,257,000,000
  - US Virgin Islands \$4,672,000,000
  - Aruba \$4,100,000,000

### Countries' GDP Smaller and Equal to DBC's VIPs

