



May 18, 2017

To whom it may concern,

We at The Seagate are in full support of the Downtown Security Ambassadors Program in its designed full coverage from I-95 to the Beach front at A1A. I strongly request that there is no reduced coverage of the designed program based on the results of increased negative activity east of the Atlantic Avenue Bridge during the pilot program. It appears that the increased presence of the Ambassador Program in the designated pilot area helped, however it pushed the security concerns out of the pilot security area to east of the bridged as The Seagate experienced increased issues with vagrant solicitation and harassment of our guests who were either dining or relaxing outside, a serious increase of theft with exterior cushions and actual theft of exterior furniture.

We thank you for your taking the time to listen to the concerns and comments, we look forward to the program being a success for all of Delray Beach.

Sincerely,

William J. Sander III  
Executive Vice President  
General Manager

19 MAY, 2017

TO: LAURA SIMON  
DDA

FM: DAVE DeLISA  
SAZIO  
SAZIO EXPRESS

RE: DOWNTOWN AMBASSADOR PROGRAM

Hi Laura,

I want to express to you our support for the Downtown Security Ambassador Program.

We have been at our downtown location for 15 years and at our 'beach' location for 4 years and thus have witnessed, first-hand, the growth of the business and surrounding residential districts during that time period. Obviously, with this growth, some problems are inevitable.

We have a solid relationship with the Delray Beach Police Department and feel that they do a great job, but with such rapid growth, the assistance of security officers definitely aids in reducing the amount and/or severity of the issues we face. We believe that their constant presence serves as an additional deterrence to said issues.

Some problems we encounter(ed) are as follows:


- Congregation of homeless individuals in the park behind Sazio and the accompanying public urination and - sorry to disgust you - public defecation
- Homeless individuals pan-handling and interrupting our guests' meals
- Theft of product from Sazio by homeless individuals
- Graffiti on our building at Sazio Express

We have instructed our staff to first call PSC if a situation arises that does not rise to the level of contacting the police.

We believe that the program you have instituted is beneficial to business owners, residents, and of course, our guests.

We request that the program become permanent and also that it be extended to the beach area, as problems do not magically dissipate once one crosses over the intracoastal.

Great job, Laura - and thanks for looking out for us merchants.



Dave DeLisa  
SAZIO  
SAZIO EXPRESS



# OLD SCHOOL SQUARE

April 13, 2017

Ms. Laura Simon, Executive Director  
Delray Beach DDA  
85 SE 4<sup>th</sup> Ave #108  
Delray Beach, FL 33483

Dear Laura,

I would like to offer my unmitigated support for the Downtown Ambassadors program. Keeping the impact of homelessness, panhandling, and drug trafficking in check is a community priority. The downtown area is particularly vulnerable as our local economy is on many levels reliant on the success of our tourism trade. During the trial period, I believe the Ambassador program has made a palpable difference in the perception of safety in Delray Beach. The Ambassadors have done a remarkable job of fulfilling their intended purpose and I wholeheartedly support the continuation of the program. Please do not hesitate to contact me if you have any questions.

All Best,



Rob Steele  
President and CEO

51 N. Swinton Avenue | Delray Beach, FL 33444 | T 561 243 7922 | W [OldSchoolSquare.org](http://OldSchoolSquare.org)



## Alex Farnsworth

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**Subject:**

Re: Downtown Security Ambassador Pilot Program

**From:** Margaret Doerrert [mailto:margaretdk@gmail.com]

**Sent:** Tuesday, April 04, 2017 5:45 PM

**To:** Alex Farnsworth

**Subject:** RE: Downtown Security Ambassador Pilot Program

Hi Alex,

It is my opinion that the Downtown Security Ambassador program brings added value to our downtown area. It is my personal experience that the members of the team that I have met are friendly courteous and helpful. I have seen them assist walkers in front of my store on parking questions and directions. They have also made it clear to myself and my staff that are close by if we should need them for any security issue we may have.

Regards,  
Margaret



Margaret E. Doerrert  
Margaux Riviera  
518 E Atlantic Ave  
Delray Beach Fl  
917-859-4514 cell  
561-303-3362 store

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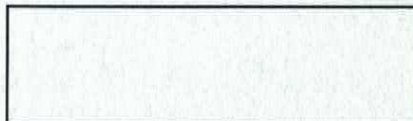
**From:** Delray Beach DDA [mailto:DDA@DowntownDelrayBeach.com]

**Sent:** Thursday, March 16, 2017 3:00 PM

**To:** Alex Farnsworth

**Subject:** Downtown Security Ambassador Pilot Program

This week's best articles, alongside short snippets of miscellaneous interestingness that you won't want to mi





## Alex Farnsworth

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**From:** alexander srulovic <kokoatlantic@hotmail.com>  
**Sent:** Thursday, March 16, 2017 2:23 PM  
**To:** DDA  
**Subject:** Re: Downtown Security Ambassador Pilot Program

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Of course we love the extra security! As a business owner I have heard many people say they don't like to come to Delray anymore because of all the rehab. Extra security can only make everyone feel safer.

Thanks,  
Fawn (kokonuts)

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**From:** Delray Beach DDA <DDA@DowntownDelrayBeach.com>  
**Sent:** Thursday, March 16, 2017 2:16 PM  
**To:** Alex  
**Subject:** Downtown Security Ambassador Pilot Program

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**NIGHT & DAY**  
**DOWNTOWN DELRAY**

## Laura Simon

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**From:** Vincent Cacace <cacacefineart@icloud.com>  
**Sent:** Thursday, March 16, 2017 1:57 PM  
**To:** DDA  
**Subject:** Re: Downtown Security Ambassador Pilot Program

Hi Alex,

What a great idea.

Is it possible to have them patrol Artists Alley tonight.

We have our Third Thurs. opening tonight from 6-9 pm.

We've had some homeless wandering and soliciting change from our patrons.

Thank You,

Vincent

On Mar 16, 2017, at 1:22 PM, Delray Beach DDA <[DDA@DowntownDelrayBeach.com](mailto:DDA@DowntownDelrayBeach.com)> wrote:

This week's best articles, alongside short snippets of miscellaneous interestingness that you won't want to miss out on.



## Laura Simon

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**From:** Darren Jacob <djacob@starbucks.com>  
**Sent:** Thursday, December 29, 2016 10:45 AM  
**To:** Laura Simon  
**Subject:** Starbucks Follow up

Laura,

I hope this finds you well, and I know we have not connected in a while. To provide some further updates to the 502 East Location, we are seeing significant changes with the property as a result of the LL bringing back a fulltime, onsite, property manager. I hope your team is seeing the similar.

With the 5<sup>th</sup> Avenue corridor progressing I am hopeful that we will continue to see the area have a more welcoming environment for the city and local merchants.

Please let me know if there is any feedback for Starbucks as we want to continue to partner with the City and your team.

Also, I ran into Willie Perez while at my West Palm Beach Location and he shared that the City of Delray is considering implementing a security operations team to help combat some of the loitering and vagrancy issues that Delray faces.

If your team is still in the consideration process, I would like to provide some feedback as to how this has benefited the WPB downtown area. As you know the police have multiple priorities to address in their assigned precincts. Willie's team has alleviated some of the competing priorities that the police officers have and the result is a downtown environment which feels and looks much safer. The vagrancy is reduced and the team is extremely responsive to the merchant's needs. At one point several of the merchants were dealing with similar issues that we have faced in Delray- loitering, long term bench "squatters," and vagrancy. Granted we still have some of the issues but they are much less and if there are any issues, they are quickly addressed by Willie and his team.

The value that Willie and his team have added to the West Palm Beach downtown corridor is huge. He has the ability to quickly move his people to the troubled areas and apply the needed attention without adding to the police officers work load. I would support this move 100% as I have seen the differences this program has made.

If you need any further details, please do not hesitate to reach out to me.

Wishing you only the best in 2017, Happy Holidays and Happy New Year.

Darren Jacob  
**STARBUCKS COFFEE CO.**  
District Manager  
Follow me on Twitter @DjacobDarren or @d464Inspires  
954-648-2164



"Striving to be the furthest thing from average is simply my duty" *Nick Santonastasso*



## Laura Simon

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**From:** Brandon Belluscio <Brandon@cut432.com>  
**Sent:** Wednesday, May 03, 2017 12:53 PM  
**To:** Laura Simon  
**Subject:** RE: Feedback Needed: Downtown Security Ambassador Pilot Program

Hi Laura,

On behalf of the Modern restaurant Group we wanted to let you know that the "Downtown Security Ambassadors" has really made a positive safe impact on the city.  
Really wonderful idea, we hope it continues.

All The Best,  
Brandon



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**From:** Laura Simon [mailto:[lsimon@downtowndelraybeach.com](mailto:lsimon@downtowndelraybeach.com)]  
**Sent:** Tuesday, May 02, 2017 11:59 PM  
**To:** brandon@cut432.com  
**Subject:** Fwd: Feedback Needed: Downtown Security Ambassador Pilot Program

Hi Brandon - just thought I'd send this to you to share with you team and customers. Thank you!!

Letters of support would be great too.

Be Well,  
Laura Simon  
Exec. Director DDA  
(561-573-3672)

(Sent from my phone. Please excuse any strange auto correct words)

Begin forwarded message:

**From:** "Delray Beach DDA" <[DDA@DowntownDelrayBeach.com](mailto:DDA@DowntownDelrayBeach.com)>  
**Date:** April 21, 2017 at 4:56:05 PM EDT  
**To:** "Laura Simon" <[lsimon@downtowndelraybeach.com](mailto:lsimon@downtowndelraybeach.com)>  
**Subject:** Feedback Needed: Downtown Security Ambassador Pilot Program

This week's best articles, alongside short snippets of miscellaneous interestingness that you won't want to



## Laura Simon

---

**From:** alexander srulovic <kokoatlantic@hotmail.com>  
**Sent:** Thursday, March 16, 2017 2:23 PM  
**To:** DDA  
**Subject:** Re: Downtown Security Ambassador Pilot Program

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Categories:** Clean and Safe

Of course we love the extra security! As a business owner I have heard many people say they don't like to come to Delray anymore because of all the rehab. Extra security can only make everyone feel safer.

Thanks,

Fawn (kokonuts)

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**From:** Delray Beach DDA <DDA@DowntownDelrayBeach.com>  
**Sent:** Thursday, March 16, 2017 2:16 PM  
**To:** Alex  
**Subject:** Downtown Security Ambassador Pilot Program

This week's best articles, alongside short snippets of miscellaneous interestingness that you won't want to miss out on.



## Laura Simon

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**From:** Julie Myrvold <jmyrvold@fpcolor.com>  
**Sent:** Monday, February 06, 2017 3:34 PM  
**To:** Laura Simon  
**Subject:** RE: Downtown Delray Beach Security Ambassador Program

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Good afternoon Laura- I just wanted to express how happy my staff and I are that we are getting extra security in downtown Delray Beach.

WPB has a very successful program similar to this and it proves worthy of the expense.

Many times over the past 2 years I have heard customers express concern about all the rehab houses discussed on the news- this security program discussed below will help curve this concern. That being said- do you think the new may want to give coverage to this positive change in Delray?

Thank you again, you guys are great!

Julie Heine  
Fresh Produce

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**From:** Laura Simon [mailto:lsimon@downtowndelraybeach.com]  
**Sent:** Monday, February 06, 2017 1:03 PM  
**To:** Laura Simon <lsimon@downtowndelraybeach.com>  
**Subject:** Downtown Delray Beach Security Ambassador Program  
**Importance:** High

Hello Downtown Businesses!

I am emailing you to provide you with an overview of the pilot program that the Downtown Development Authority is sponsoring – the Downtown Ambassador Program.

The DDA has been working closely with the Delray Clean and Safe team and Community Improvement over the past year to find ways to help with the quality of life issues that are affecting the Downtown/DDA district. Knowing that many other communities are facing many of these same issues we began to enlist their guidance. The West Palm Beach DDA director and I met many times to review their program and the successes that it has brought to the city over the years. Professional Security Consultants is the organization that is providing the Downtown Ambassadors for the WPB DDA district as well as City Place. They are also currently in Downtown Ft. Lauderdale and Pompano.

After many meetings and planning, the DDA board recommended that a Pilot/test program be conducted with the PSC team. This would allow the Delray Beach team to assess this type of program and evaluate its effect on Downtown Delray Beach. If the program is successful and it is determined that a full program is needed, the DDA will enlist support from the City and CRA as well as private partners, to assist with funding of a full program.

### PROGRAM OVERVIEW:



Beginning today, Monday, February 6, 2017 at 9am the 12 week pilot program will begin. There will be two ambassadors per shift on foot and bike. The key coverage times are 6am - 11pm Sunday - Wednesday and 6am - 1am Thursday - Saturday. The geographic location is: NW/SW 5<sup>th</sup> Ave east on Atlantic Avenue to the Bridge, one block on either side of Atlantic Avenue. This area and the times would be adjusted as needed. The program is in partnership and direction from Captain Batellora, Lieutenant Russ Mager, Sgt. Baer and Sgt. Hunter as well as the Downtown Manager, Jamael Stewart.

#### **The Ambassadors for Downtown Delray:**

- Communication: Cellphone contact from PD and businesses; Clean and Safe Sgt and the DDA team will be on radio with Delray Ambassador 1 at all times
- PSC will provide a roving supervisor and a Delray Supervisor to oversee the program
- They are a constant presence on the street and in the needed locations creating a positive and welcoming environment
- Work directly with the Downtown Police – Clean and Safe team to monitor areas within the Downtown with an aim of deterring criminal activity or disruptive street behavior (5<sup>th</sup> Ave to the bridge and focusing on "hot spot" areas provided by the PD unit)
- They are a security type presence *with a hospitality side providing customer service support*
- They will be customer facing providing directions, helping people cross the street - Customer Service is extremely important within the Downtown
- Work closely with the Downtown business owners and employees to share information and educate the downtown community on how effectively handle panhandling situations or any other related needs
- They will be checking in with the businesses and establishments to ensure all is well and address any nuisance issues
- Reporting and accountability programs that will provide documented results and tracking
- Serve as the extra set of eyes and ears on the street for safety, lighting, banners, trash, etc.
- Provide Safe Walk services for employees or customers
- Note: the pilot program can be terminated at any time with 48 hours notice

**Pilot Program Goals:** This pilot program will allow the team the opportunity to fully identify and understand what the need is for our community.

- Increase the perception of safety within the Downtown among the community
- Decrease quality of life issues within the Downtown Area
- Increase support for the Downtown Clean and Safe unit

We are hopeful that this program will truly help the Downtown Delray teams in their efforts and be an asset to those who live, work and play in the DDA district. Your feedback is vital to the program so please contact me with comments, concerns or suggestions. Thank you for your time and support of the program. Please do not hesitate to reach out at any time if you have questions or concerns. My cell is 561-573-3672.

Thank you all and have a great day!

Kindest Regards,

*Laura*

Laura Simon  
Executive Director, DDA  
85 SE 4<sup>th</sup> Ave, Ste. 108  
Delray Beach, FL 33483  
O: 561.243.1077  
C: 561-573-3672

## Laura Simon

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**From:** judelt@comcast.net  
**Sent:** Thursday, March 16, 2017 7:10 PM  
**To:** DDA  
**Subject:** PILOT PROGRAM

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Categories:** Clean and Safe

Congratulations! This sounds like a necessary and outstanding program. I'll be looking for them. Good luck!



## Laura Simon

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**From:** Rob Mannweiler <rob@rjmloans.com>  
**Sent:** Friday, March 17, 2017 2:08 AM  
**To:** DDA  
**Subject:** RE: Downtown Security Ambassador Pilot Program

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Categories:** Clean and Safe

Great idea! Please keep it going.

Rob Mannweiler  
561.716.7220

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**From:** Delray Beach DDA [mailto:DDA@DowntownDelrayBeach.com]  
**Sent:** Thursday, March 16, 2017 6:00 PM  
**To:** Rob Mannweiler  
**Subject:** Downtown Security Ambassador Pilot Program

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## Laura Simon

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**From:** Jeff Dash <jeffdashing@yahoo.com>  
**Sent:** Friday, March 17, 2017 11:14 AM  
**To:** Laura Simon  
**Subject:** Ambassadors program

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Categories:** Clean and Safe

>  
> Laura ,  
>  
> I just want to say thanks for providing the Ambassador program . I see them walk or bike past my  
office 50 times a day. They're always smiling and pleasant . I hope the program becomes  
permanent .  
>  
> All the best ,  
>  
> Jeff  
>  
> Dash Travel  
> 504 East Atlantic Avenue  
> Delray Beach , Florida  
> 33483  
>  
>  
>  
> Sent from my iPhone  
>  
>  
> Sent from my iPhone



**Laura Simon**

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**From:** A&H Automotive <Info@ahdelray.com>  
**Sent:** Friday, March 17, 2017 2:33 PM  
**To:** DDA  
**Subject:** Security Pilot Program

**Categories:** Clean and Safe

**I just wanted to say that it is great to see extra security out there during the day.  
Hopefully  
They are learning the area and making a difference in the community.  
Hopefully this can be an affordable long term plan as our street and sidewalk needs  
grow.**

A&H Automotive  
(561)265-4990  
[ahdelray.com](http://ahdelray.com)



**"If you haven't got the time to do it right. when do you have time to do it over?"**

## Laura Simon

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**From:** Ann <asettanni27@gmail.com>  
**Sent:** Saturday, May 06, 2017 9:03 AM  
**To:** DDA  
**Subject:** Ambassador Program

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

This is a wonderful program. I have a vacation home in Delray and recently spent two weeks there enjoying the beach and Atlantic Ave. I noticed a significant improvement since this past Christmas season. The Avenue seems much safer, no groups of unruly people hanging about on the Avenue. More people are walking from their hotels near the beach to the Avenue which previously was a bit challenging due to the lack of restaurants and open stores before the bridge.

This program should be expanded- it is truly making a difference.

One other thing which I recently wrote to the town government about-there should be no shirtless or bathing suit wearers allowed to walk on Atlantic Avenue. Everyone should wear shirts and coverups to keep the Avenue inviting for families and others dining on the Avenue and bringing revenue to the town.

Sincerely,

Anna M. Settanni

Sent from my iPad



## Laura Simon

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**From:** Todd Lawrence <ToddL@cityoysterdelray.com>  
**Sent:** Tuesday, May 09, 2017 12:02 AM  
**To:** Laura Simon  
**Subject:** Ambassador Program

Hey Laura!

I hope you are well. I've missed the last few meetings, been so darn busy. I saw the ambassador program extended and love it. I know the downtown area benefits from their presence as far as safety, keeping the panhandling away and knowledge of information for our out of state visitors etc. I'm a fan and just wanted you to know!

Cheers!

Todd Lawrence  
General Manager  
City Oyster & Sushi Bar  
[213 E. Atlantic Avenue](#)  
[Delray Beach, Fl. 33444](#)  
[P:561-272-0220 F:561-272-1109](#)  
[ToddL@cityoysterdelray.com](mailto:ToddL@cityoysterdelray.com)

Sent from my iPad

**Alex Farnsworth**

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**From:** Stacy Balmuth <stacybalmuth@gmail.com>  
**Sent:** Friday, May 19, 2017 12:25 PM  
**To:** Alex Farnsworth

To whom it may concern,

I am so pleased to hear about the Security Ambassador Program for Downtown Delray!

I am a working artist in Artist Alley and quite apprehensive about walking in the neighborhood, especially during early evening and night.

It is a wonderful relief to know there is someone nearby that I can call to escort me or if I need help with a difficult situation. I live Delray and having this available makes it even more appealing!

Thank you DDA!

Stacy Balmuth

Sent from my iPhone

## Alex Farnsworth

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**From:** Ellen <emill28@att.net>  
**Sent:** Friday, May 19, 2017 11:34 AM  
**To:** Alex Farnsworth  
**Subject:** Re: Feedback on the security Ambassador Program

Dear Alex

I was very happy to learn about the Downtown Security Ambassador Program. There is an enormous need for this in our Artist Alley area. I often have a very insecure feeling going to my studio alone to work. There are several men who are drinking and drunk in the area. One of our fellow artist was recently confronted by a few of these men. Having security there would certainly make it a safer place for artists and would probably draw more people to the area. Any help you can offer us with regard to this would be greatly appreciated.

Yours truly,  
Ellen Miller

Sent from my iPad

On May 19, 2017, at 10:26 AM, Alex Farnsworth <[afarnsworth@downtowndelraybeach.com](mailto:afarnsworth@downtowndelraybeach.com)> wrote:

Hi Stacy & Ellen,

Could your email be (preferably before noon today, if possible) your feedback on the Downtown Security Ambassador Program? Just a few sentences would be great. We have to send results and letters of support to the city commission today.

Thank you!

Sincerely,

Alex

**Alexandra Farnsworth**  
*Program & Marketing Manager*  
**Delray Beach Downtown Development Authority**  
85 SE 4th Ave, Ste 108  
Delray Beach, FL 33483  
(561) 243.1077 - office  
(585) 746.7221 - cell  
[afarnsworth@DowntownDelrayBeach.com](mailto:afarnsworth@DowntownDelrayBeach.com)  
[www.DowntownDelrayBeach.com](http://www.DowntownDelrayBeach.com)  
[www.Facebook.com/DelrayDDA](https://www.Facebook.com/DelrayDDA)  
**#DowntownDelray**

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