



DOWNTOWN BOCA

It's Happening!

Downtown Marketing Forum
02/23/11

Downtown Boca

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Downtown Boca



CARLINE JEAN/SUN SENTINEL

Boosting Boca

James Palermo, a contractor with the city of Boca Raton, is installing downtown Boca Raton along Federal Highway. From showing recreation, the street signs aim to draw attention to all that

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The Boca Raton Tribune BUSINESS East/West Boca Raton, FL

South Florida's economy to improve via tourism in 2011

By Sam Tett

BOCA RATON - The local economy is on the rise according to The Palm Beach County Convention and Visitors Bureau (CVB), who presented their 2011 marketing plan at the Boca Raton Resort and Club on Monday afternoon.

Troy McLellan, President and CEO of the Greater Boca Raton Chamber of Commerce, outlined some of Palm Beach County's recent economic successes: "South County represents over 5,500 [hotel] rooms, which is 34% of the total number of rooms in all of Palm Beach County...we have contributed greatly to the bed tax in this county, and South County led the state of Florida in the best occupancy recovery for 2011."

Jorge Pesquera, President and CEO of the CVB, said: "We believe in the magic of Boca Raton, we believe in the

vibrancy of Delray Beach... South county matters, because you have a lot to offer to those families huddled in their living rooms, wondering where they are going to go next summer, or next season." Getting these vacationers to choose the Palm Beaches, claims Pesquera, is the key to economic recovery in Florida.

This initiative has already yielded noticeable results: Palm Beach County has experienced a nearly 10% increase in year-to-date (YTD) occupancy compared to last year. In addition, the Palm Beaches placed number one in growth among all Florida destinations, and the county has seen nine consecutive months of improved bed tax. Palm Beach County has also had the strongest job growth of any of Florida's 22 metro areas, adding 6,900 jobs between December 2009 and December 2010 - more than twice the state's growth rate.

"Palm Beach county leads the state in new jobs" said Pesquera. "Visitors mean jobs, and less taxes. For every 85 visitors, there is a new job." When those are first-time visitors, added Pesquera, just 45 will create a new job.

Looking ahead, "business leaders from the local chambers of commerce will have the opportunity to align their efforts with the CVB and play an even more integral role in promoting this area," said McLellan.

Mr. Pesquera also called the Everglades "an under-utilized opportunity, particularly for the European market," so we can expect to see more emphasis laid upon that natural resource in the coming months.

Find out more about what the CVB is doing for South Palm Beach County at <http://www.palmbeachfl.com/>.

Palmetto merchants ask city to postpone project

MAN MSHATZMAN@TRIBUNE.COM

long East road, torn s by the llar road project, city to r traffic after the

tion of the project to a different time." It will also come down to how much delaying the project would cost taxpayers.

The business owners are worried about installing raised, paved intersections at Third, Fourth

Burkhardt Construction, "and it appeared they are targeting to begin May 15," Lorenzani said in a phone interview. "The contractor has to figure how much additional cost it will be."

The business owners came away satisfied with

...extends sandwich board use

ent Beach & Park Dis- t meeting. DWICH BOARD NS REDUX e city has extended e of sandwich board downtown for a s expected, but residents made it ey object to "sign n" all over the city. n some council s appeared to extension reluc-

reading the resolution, said "I don't see any teeth in this thing." And Councilman Anthony Majbess agreed. "Is there anything more we can do for enforcement?" he said at the Jan. 24 CRA meeting.

City code enforcement officers are on the case, "but the [illegal] signs go back the next day," said City Manager Leif Ahnell.

At issue is where the signs are allowed to be placed, and meeting the city's strict design and size requirements.

the city."

There are so many sign violations that the city had dedicated one worker to pick them up, and may need more, Ahnell said. CRA chairwoman Constance Scott said the city won't be able to keep up with the sign proliferation, and asked staff to particularly look at illegal billboard signs "and do something to rein them in."

lution passed lowtown Redevelop- y allows merchants se signs 24, 2012. But in Siml,

"It appears to be certain types of businesses. And Mr. Siml is correct," Ahnell said. "There is a proliferation of signs across

"I'm not in love with sandwich board signs, but they're a sign of the times," said Mayor Susan Wheelchel. "We will do our best for the merchants, and re-evaluate this at a later date."



Downtown Boca

ENHANCEMENTS UPDATE

Progress-to-Date:

- Branded Banners **COMPLETED**
- Pedestrian Signage Program **EXTENDED 1-YEAR**
- Pedestrian Promenade **CONSTRUCTION IN PROGRESS**
- Palmetto Park Road Improvement **DELAYED FOR BUSINESSES (MAY 2011)**
- Downtown Library **DESIGN IN PROGRESS**

www.DowntownBoca.org

Downtown Boca



**Charles Siemon, Director
Centre for the Arts at Mizner Park**



Downtown Boca

5 Years...Star After Star...Year After Year
5th Annual Festival of the Arts

Mizner Park
March 4th - 12th

2011
 Festival of the Arts
 BOCA
a Cultural Colossus

Featuring an extraordinary line-up of artists
FESTIVALOFTHEARTSBOCA.ORG or call (866) 571-ARTS

Classical • Jazz • Film • Dance • Literature

 Canadian Brass	 Miloš Karadaglić Guitarist	 Ballet Hispanico Dance	 Piano Latino Jazz	 Gabriela Montero Pianist	 Wizard of Oz Boca Raton Symphonia
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A Night at the Opera with the Boca Raton Symphonia

Young Stars of the Metropolitan Opera

 Jackie Evancho Soprano	 Constantine Kitsopoulos Conductor	 Jennifer Holloway Mezzo-Soprano	 Michael Todd Simpson Baritone	 Katie Van Kooten Soprano
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Award Winning Literary Authors

 Kate Walbert Author	 Kevin Bleyer Written for The Daily Show	 Seymour Hersh Premier Investigative Reporter	 Doris Kearns Goodwin Historian
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Downtown Boca

Mizner Park Amphitheater

**Chrissy Biagiotti, Cultural Facilities Manager
City of Boca Raton**

Downtown Boca

Free Concert Events

- Youth Arts Weekend
- Music in the Park

National Concerts

- Furthur - April 6, 2011
- Harry Connick Jr. – April 9, 2011

Charitable Concerts

- Fedstock
- Think Pink Rocks

Rental Program

- JDRF Walk for the Cure
- Lynn University Philharmonia
- East Sunday Service

Festivals

- Festival of the Arts

Event Listings & Information

www.myboca.us/mizneramphi



Downtown Boca



Marta Batmasian, Owner
Jacqui Wyatt, Marketing Director
Investments Limited





Downtown Boca

ANNUAL:

Boca Raton Juried Fine Art Show
British Car Show
Polynesian Cultural Festival

MEDIA:

“The Talk of The Town” Radio Show (broadcasts “Live” every Saturday)
Official Partners of The Florida Panthers (NHL) and BankAtlantic Center

CHARITABLE:

PROPEL (People Reaching Out to Provide Education & Leadership)
PAWS For The Cause (TriCounty Humane Society)
Spectacular Spring Fling - St. Jude’s Children’s Hospital
Divas, Doggies & Dining - TriCounty Humane Society and Animal Aid
March of Dimes
The Children’s Healing Institute
Leukemia & Lymphoma Society
Rotary Club Scholarship Fund
TriCounty Humane Society
JAFCO (Jewish Adoption & Foster Care Options)
Fine Wines and Canines

CULTURAL:

“Meet & Greets” and Book-Signings
Sculpture Garden
Art & Design Walks
Art Exhibitions
Brazilian Heritage Festival (upcoming)
Latin Heritage Month Festival (upcoming)
Italian Festival (upcoming)
Menorah Lighting at The Monument
“Walk of Recognition” for Boca Raton Historical Society

ENTERTAINMENT:

Royal Palm Place Jazz Series
U.S. Army Jazz Band
U.S. Air Force Academy Band
Fashion Shows
Polynesian Luau
“Live Blues Jam”
“Sensational Seventies Party”

FAMILY:

Panthers Day
Children’s Storytime at The Gazebo
Royal Palm Place Arts & Crafts Festivals
Classic Car Shows/Cruisin’ Boca Style Nights (upcoming)

FOOD & WINE:

Wine Tastings and Dinners
“Girls’ Nights Out”

HEALTH:

“Develop, Empower, Fit Boca” Health Fair
Women’s Walk ‘N Talk/Happy Hour
National Yoga Event at The Gazebo

NETWORKING:

Millionaire’s Real Estate Investment Group
“Tres Chic Singles Meet & Mingle”
Boca Professional Social & Networking Group
Women’s Prosperity Network
ABZ’s “Business Crawl”
Chamber of Commerce After-Hours
South Florida Business Connections
Women’s Mastermind Group

HOW TO STAY INFORMED:

- “Like” The Talk of The Town Show on Facebook
- “Friend” Jacqui Wyatt on Facebook
- “Friend” Denise Righetti on Facebook
- Go to www.royalpalmplace.com - Events Section
- Go to www.royalpalmplace.com - Sign up for Club Royale
- “Like” Royal Palm Place Jazz Series on Facebook

Downtown Boca



**Beth Hendrick, Marketing Director
General Growth Properties**

Downtown Boca

- **Fifth Annual Festival of the Arts BOCA** **March 4 - 12**

Partner with Centre for the Arts through promotion and tenant offers

- ***For the Love of Culture!* Performing Arts Showcase** **Feb 25 – 27**

Partner with Centre for the Arts on weekend concert series featuring local talent performing on Mizner Park's south lawn

- ***Celebrate Mom at Mizner Orchid Give Away*** **May 7**

Visitors receive a complimentary orchid with \$150 in same-day shopping & dining receipts

- ***Summer in the City* HOT SPOT Promotion** **June - Aug**

Partnership with City of Boca summer concert series

- **3rd Annual Tastemakers at Mizner Park** **Sep 13 & 14**

Progressive food, wine and cocktail tasting at Mizner Park restaurants

- **Annual Holiday Entertainment** **Nov 25 – Dec 31**

Includes Santa Claus, the Miami Dolphin Cheerleaders & the Music N Motion Holiday Tree

Downtown Boca



DOWNTOWN BOCA

Film Festival

Formerly Known as the Delray Beach Film Festival

Reel People! Real Films!

Presented By



April 9 - 17, 2011

Christie Artura-Klammer, President
Alicia Defago, Managing Director
Sustainable Marketing & Public Relations



**DOWNTOWN
BOCA** *It's Happening!*

Downtown Boca



DBFF EVENTS AND ACTIVITIES:

Saturday, 4/9 – Fundraiser Casino Gala

Monday, 4/11 – Opening Night Film & Party

Tuesday, 4/12 – Saturday, 4/16

- Film Screenings
- Early Evening Cocktail & After Hour Parties
- Script to Reel Contest
- Filmmaker Workshops

Saturday, 4/16 – Kids Day, Surf Contest, Awards Ceremony

Sunday, 4/17 – Local Filmmaker Awards & Party

PARTICIPATION OPPORTUNITIES:

- Volunteers and interns
- Looking for restaurant locations & other food and beverage companies
- Designers / Boutiques to participate with runway show
- Silent Auction Items and Raffle Prizes
- Film Guide Advertising
- Giveaways for 400 VIP / Filmmaker gift bags
- Attendance at DBFF Events

Downtown Boca



March 18-20, 2011

presented by



**Mary Csar, Executive Director
Boca Raton Historical Society**



Downtown Boca

How You Can Help: PURCHASE TICKETS!!!

- 25 Local Restaurants
- 9 Vendors
- 140 Kinds Of Wine
- All Under One Tent In The Mizner Park Amphitheatre

<http://www.bocabacchanal.com/tickets/tickets.asp>

Boca Raton Historical Society hosts
**BOCA
BACCHANAL**
celebrating wine & food

March 18-20, 2011

presented by



Downtown Boca



BOCA RATON MUSEUM OF ART

CELEBRATING 60 YEARS

Kisbel De La Rosa, Development Associate
Boca Raton Museum of Art



**DOWNTOWN
BOCA** *It's Happening!*

Downtown Boca

How You Can Help:

- **Sponsorship Opportunities**
 - Exhibitions
 - Educational Programs
 - Cell-By-Phone Tours
- **Community Discount Partnerships**
 - Reciprocal Discounts
- **In-Kind Donations**
- **Employee Discount Programs**



DOWNTOWN
BOCA

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