

# DOWNTOWN DELRAY BEACH EVENT IMPACT SURVEY

**February 2015**

Downtown Delray Beach is the host of a variety of events, many that have a positive impact on the businesses and many that have a negative impact. We want your feedback to assist in the evaluation of the event programming for Downtown Delray Beach. Please take a moment to complete the following questions. (note: these are only a few of the larger events)

1. Are you a Retailer \_\_\_\_\_ Hotel \_\_\_\_\_ Restaurant \_\_\_\_\_ Spa/Salon \_\_\_\_\_ Professional \_\_\_\_\_ Other \_\_\_\_\_

2. **What impact do the following events have on your businesses?** [When assessing whether the event has a positive impact on your business, please consider impact while the event is taking place as well as a week or so following the event.] *(If you can provide % of revenue loss or gain)*

EVENT	Positive Impact	Negative Impact	NO Impact
Trick or Treat on the Ave and Halloween Parade			
Veteran's Day Parade			
Delray Beach Wine and Seafood Festival			
Christmas Tree Lighting Event			
Downtown Delray Beach Fine Art Festival in November (by Howard Alan Events)			
First Night Celebration (New Year's)			
Fabulous Fashion Week (January)			
Howard Alan Fine Art Show (Jan. on E. Atlantic Ave )			
Delray Beach Garlic Festival			
Delray Beach Open (Tennis Tournament)			
Downtown Delray Beach Craft Festivals (by Howard Alan Events) on 4 <sup>th</sup> Ave (Oct, Dec, Feb)			
Spady Cultural Heritage Day Festival			
St. Patrick's Day Parade and Festival			
Savor the Avenue			
Delray Affair			
"On the Ave" Events			
July 4 <sup>th</sup> City Fireworks Celebration			
Tastemakers of Delray Beach			
Beerfest at Old School Square			
Free Friday Night Concerts at Old School Square			
The Green Market			
Other Events:			



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3. What are the biggest assets provided from the Downtown Events?
  
4. What are the biggest hurdles you find as a Downtown business as it relates to the Downtown Events?
  
5. How do you make the Downtown events work for your business? (do you do something different within your location during events?)
  
6. Please provide us with suggestions to enhance the event programs that take place in Downtown Delray Beach.

**Thank you for taking time to enhance our downtown!  
If you would like to provide your business name and location please include below.**

**Please fax completed version to:  
561-243-1079 or email to [lsimon@downtowndelraybeach.com](mailto:lsimon@downtowndelraybeach.com)**



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