

DOWNTOWN BOCA

Come Early, Stay Late



CRA AWARDS:
PEDESTRIAN PROMENADE & SANBORN SQUARE ARCHES
BRAZILIAN BEAT
COME EARLY, STAY LATE MARKETING CAMPAIGN



The Boca Raton Community Redevelopment Agency (CRA) has a **vision** for Downtown Boca – where residents, businesses and visitors **engage in a vibrant and happening destination.** A place to **come early, stay late** and enjoy all that downtown has to offer.

Come Early, Stay Late Marketing Campaign

Florida Redevelopment Award Winner 2016

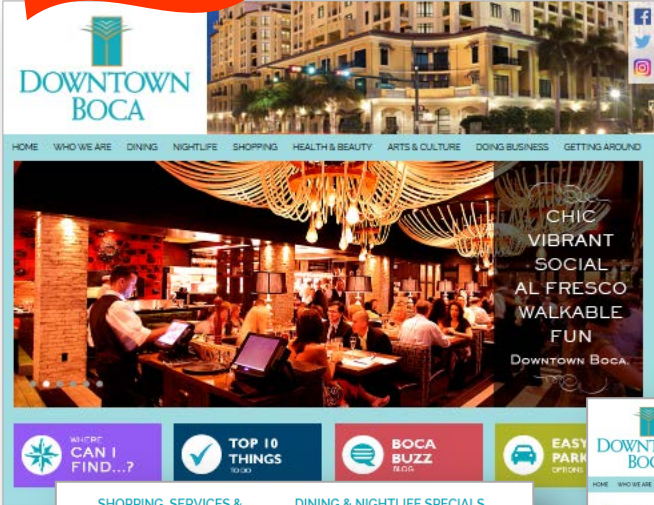
International Downtown Association Merit Award Winner 2016

Downtown Boca's 'Come Early, Stay Late' campaign targeted residents, visitors, and downtown businesses – highlighting the many unique attractions and experiences that make time spent in the downtown district hip, fun and memorable.







DowntownBoca.org

Website enhancements that increase viewership, provide inspiration and the information to act on it. A detailed online guide to what's happening in Downtown Boca.

NEW!



EVENT CALENDAR // More

EVERY SAT  SATURDAYS @ SANBORN Free Yoga and Capoeira classes every Saturday morning in Sanborn Square, starting at 9am. // More	MON MAY 30  MEMORIAL DAY CONCERT A FREE Concert Celebrating the Holiday // More	FRI JUNE 03  REWIND 80'S MOVIE NIGHT: SIXTEEN CANDLES Food, Live Music, Movie and Fun // More
FRI JUNE 10  THE SYMPHONIA BOCA RATON Summer Enchanted Evening: A	SAT JUNE 11  CYNDI LAUPER With Special Guests, The Peach Kings, Saturday, June 11	FRI JUNE 17  TURNSTILES The Ultimate Billy Joel Tribute Band

- ## Website Improvements
- Easier usability
 - Expanded business directories
 - More inviting design
 - Weekly specials
 - Expanded homepage event listings
 - Addition of the Boca Buzz Blog section
 - Revenue generating advertising


SHOPPING, SERVICES & EVENT SPECIALS

- Essentia's Memorial Day Sale has started! Enjoy the biggest savings of the season on the World's Only Natural Memory Foam Mattresses! Some exclusions apply, see in store for details.
- Camp Boca registration is open for the summer. A variety of options for kids grades K - 5 at the Boca Raton Community Center.
- Shop the End of Season Sale at Imperio JP. Everything will be 10 - 60% off, plus one-of-a-kind objects of beauty will be 75% off.
- Summer Sandals are in at Deborah James. New arrivals from Trippen, Marsell, Pedro Garcia, Paloma Garcia and more.

DINING & NIGHTLIFE SPECIALS

- Sundays just got better. The Little Chalet is now serving Sunday Brunch from 10:30am-2pm. Make your reservations today!
- New to Downtown...Roots Cafe & Kitchen. Great food, wines, coffee's and desserts in a casual setting.
- Casmir French Bistro's Summer Specials start May 25, receive 10% off your dinner between 4 - 5:45PM every night. Plus, nightly specials.
- Work meeting, or just hungry? Einstein Bros. Bagels features \$6 Mondays, 13 bagels for just \$6

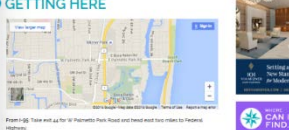
HEALTH & BEAUTY



Whether you are in the mood for a relaxing massage, a heart-pumping cardio workout, a stylish new haircut, or they need nails, Downtown Boca is home to a variety of great salons, fitness centers, and spas for you to enjoy.

CHIROPRACTIC Boca Boca & Wellness Center Boca Boca & Wellness Center Boca Boca & Wellness Center Boca Boca & Wellness Center Boca Boca & Wellness Center	BOCA HAIR AND NAIL CARE Boca Nails, Inc. Boca Nails Hair Center Boca Spa Boca Salon & Day Spa Boca Salon & Day Spa Boca Salon & Day Spa Boca Salon & Day Spa Boca Salon & Day Spa	WELLNESS & SPA Boca Spa Boca Spa Boca Spa Boca Spa Boca Spa Boca Spa Boca Spa Boca Spa Boca Spa
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GETTING HERE



From I-95, take exit 4 for 14th Street and head east two miles to Parkland Highway.
 From the north on Florida Turnpike, take exit 75 for FL 308 toward Glades Road. Follow signs to Central Expressway, SR 308 & Glades Road. Turn right at Central Expressway, Turn left at Parkland Road.

GETTING AROUND

Every area of Downtown Boca offers plenty to see and do. Looking around the area never was easier. Pick up one of the 30 parking garage cars and enjoy the view from the top floor, and the convenience of the app to make it all so easy to use. You can also use our award winning mobile app to help you find the best way to get around.

WEBSITE

PEDESTAL & ELECTRIC BIKE SALES/PRENTAL

RENTALS

CAR RENTALS

SUBMIT YOUR DOWNTOWN BOCA NEWS OR EVENT



Balance Spa
 561-208-8111

Boca Buzz Blog on DowntownBoca.org

Blog posts that provide new perspectives and greater detail on experiencing Downtown Boca. Plus valuable merchant integration through mentions and guest blog posts.

NEW!

11/20/2015 Posted by Boca Raton CRA
COOL ACTIVITIES FOR THE KIDS DURING THEIR HOLIDAY SCHOOL BREAKS



It's that time of year again. The kids are off from school for almost 3 weeks over the Thanksgiving and Holiday breaks and looking to be entertained. Working and busy parents - (not to worry!) Downtown Boca has plenty of options to keep them excited, happy and safe. From week and day camps, to extended park hours and more - there will be lots to do to keep them busy.

CITY OF BOCA RATON GAP PROGRAM

The City's GAP program offers kids fun-filled days of recreation activities. These "camp" days are fun and educational. Non-



Greeting Visitors and Residents
With its location in the heart of Downtown Boca and its historic Old Town Hall building, the Boca Raton Historical Society & Museum (BRHS&M) is a magnet for tourists visiting Boca Raton and the vicinity.

The BRHS&M serves nearly 25,000 visitors per year, with over 40% of them coming from outside Palm Beach County, making it an ideal location to educate these consumers on the wonderful attractions the area has to offer. In 2016, BRHS&M partnered with Discover the Palm Beaches - the destination marketing organization for Palm Beach County - to become one of 6 official Welcome Centers in the county. The selection of the BRHS&M as a Welcome Center recognizes Downtown Boca as a prime location within the county to capture and welcome visitors.

The new Welcome Center - which is conveniently situated within the museum's gift shop - is excited to welcome visitors, new residents - and even longtime residents alike. While there, visitors can watch promotional videos, find literature and brochures on area attractions, get maps of Downtown Boca and other areas, and plan adventures throughout downtown and the rest of Palm Beach County.

Welcome Center staff field questions daily, on what to do, current events around town, popular places to take the kids, and even canoe rental locations in the area. The stream of visitors has been steady, and doesn't seem to be diminishing with the change of season - a great sign of the Welcome Center's popularity.

Aside from the Welcome Center, the BRHS&M also offers expert knowledge, innovative information, tours and programs that are designed to educate, inspire and offer a look back on the fascinating history of the city of Boca Raton.

Take some time to head over to the BRHS&M - easily spotted by the shiny gold dome of Old Town Hall - and learn a little more about this great destination and beyond.

[The Boca Raton History Museum & Welcome Center](#)
71 N. Federal Highway



Easy, Fast and Fun Ways to Get Around Downtown Boca

Every area of Downtown Boca offers plenty to see and do...from great shopping in Mizner Park to the North, the historic Train Depot to the South and the Tennis Center and Children's Museum to the West. Plus, great restaurants and nightlife throughout. Luckily, getting around downtown has never been easier - or more fun.

Have a cell phone? Make sure you install the app for the [Downtownr](#), a free, on-demand ride service using 100% electric, open-air mini vehicles. Their service area includes all of Downtown Boca and beyond. Go from lunch at Anthony's Coal Fire pizza, to shopping at Royal Palm Place, to a movie at iPic - the Downtownr can shuttle you to all these locations. The rides are free, but the drivers appreciate tips.

If biking is what appeals to you, you are in luck. Downtown Boca is home to traditional bike shops, electric bike shops & rentals and even a group party bike rental. Located in the heart of downtown, [Phil's Cycle Ward](#) is a bike shop with soul - a gathering place for cyclists of all levels. The shop features new bikes, offers repair service as well as daily and weekly bike rentals. At Phil's there is something for everyone, and when you visit, try the amazing coffee too!

At [Trek Bicycle Store](#) of Boca Raton, their mission is to energize people with passion for cycling. Recreation bikes, comfort bikes, mountain bikes, performance bikes, servicing and more make this shop a must stop. Viewing the sizeable amount of cool bikes on display at the store will turn anyone into an avid cyclist.

New on the scene is [E-Bikes Florida](#) who put the thrill of learning to ride a bike for the first time back into cycling, specifically on electronic bikes. Perfect for all ages, electronic bikes are fun, fun and more fun. The store offers new bikes, rentals by the hour, day, week or month, and some regular bikes for those not ready to give up the joy of pedaling.

Need an electric bike delivered to your door? [eBikes2You.com](#) is your online source for electric bike rentals, tours and sales - exactly where you want it. This small family business serves Downtown Boca, Boca Raton and more with the joy of experiencing a city with a stress-free and fun mode of transportation.



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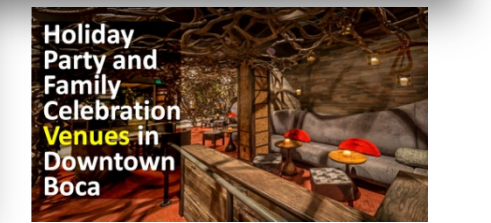
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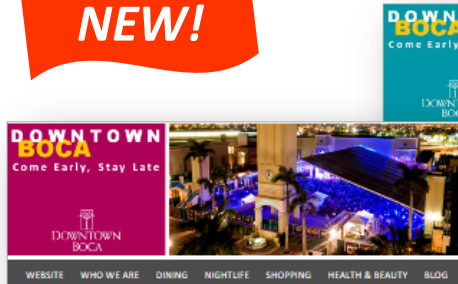


- An extension of the main website
- 18 blog posts in past year
- 65+ downtown business/attraction mentions
- 4 guest blogs written by downtown businesses

eNewsletter

Monthly communication further promoting downtown happenings and events, new business openings, downtown news stories, and public meetings to residents and visitors.

NEW!



DOWNTOWN BOCA
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WE ARE DINING NIGHTLIFE SHOPPING HEALTH & BEAUTY BLOG

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WELCOME TO DOWNTOWN
Now Open for Business

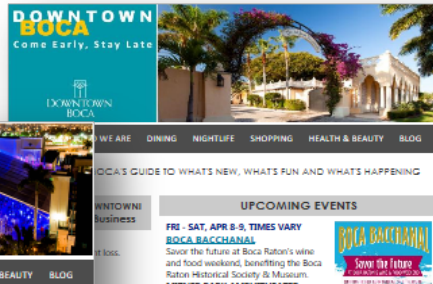
UPCOMING EVENTS

MAR 4-16, TIMES VARY
THE 10th ANNUAL FESTIVAL OF THE ARTS
BOCA starts this weekend! South Florida's premier literary and performing arts festival features another fantastic line-up of authors, concerts, and performances. The festival kicks off Friday evening with a screening of "Raiders of the Lost Ark" accompanied by a live orchestra. Other noted events include CNN host Fareed Zakaria, violin superstar and conductor Joshua Bull, and performances of Cirque de la Symphonie and Mozart's The Magic Flute. **Tickets:** Mizner Park Amphitheater & The Cultural Arts Center

CELEBRATING THE OPENING NIGHT OF THE FESTIVAL ARE SOME BOCA RATON LUMINARIES SINGING THE "RAIDERS OF THE LOST ARK" THEME SONG - INCLUDING OUR VERY OWN Mayor Susan Haynie! Watch it here!

INDIAN JONES

SAT, MAR 5 10PM - 2AM
The Lobell Dance Studio hosts its next **THE ART OF SALSA SOCIAL** where guests will enjoy a great night of dancing and fun, with a performance by D3 Paston Ladies. 110-person Lobell Dance Studio, 183 W. Camino Real



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BOCA BACCHANAL
Save the future at Boca Raton's wine and food weekend, benefiting the Boca Raton Historical Society & Museum. **MIZNER PARK AMPHITHEATER AND PRIVATE RESIDENCES**

SAT, APR 16, 11AM - 2PM
SAVOR DOWNTOWN BOCA: A TASTE OF ROYAL PALM PLACE
A memorable 3-hour culinary and wine tour through Downtown Boca, sampling flavors from around the world. **DOWNTOWN BOCA**

SAT, APR 16, 4PM
HIGH SCHOOL MUSICAL 2: ON STAGE
A fun and energetic production of the hit Disney film follows the kids from East High School as they start their summer vacation. **SHOWTIME PERFORMING ARTS THEATRE, 503 SE MIZNER BLVD**

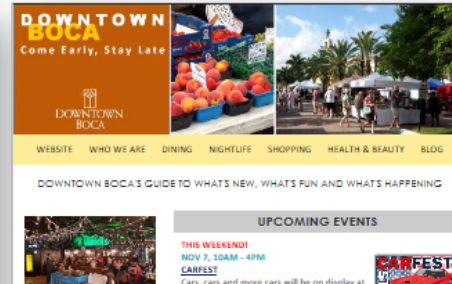
THURS, APR 21
ARNOLD NEWMAN: MASTER CLASS AND CHARLES MCGILL: FRONT LINE BLACK NINE
Two new exhibits at the Boca Raton Museum of Art feature portraits by famed photographer Newman and large scale assemblage works by McGill. Thru July 3, 2016. **BOCA RATON MUSEUM OF ART, 501 PLAZA REAL, MIZNER PARK**

SAT, APR 30, 11AM - 6PM
BOCA RATON HOME DESIGN FESTIVAL
Great ideas to create the home and lifestyle of your dreams, with 200+ exciting exhibits. **MIZNER PARK AMPHITHEATER**

PHOTO OF THE MONTH

COMFORT SHOES
339 Plaza Real

JASMIN BOUTIQUE
101 Plaza Real



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UPCOMING EVENTS

THIS WEEKEND!
NOV 7, 10AM - 4PM
CARFEST
Cars, cars and more cars will be on display at this downtown auto show. 100+ antiques, classics and more - plus live music by Jimmy Stoves and the Stoveswags, food trucks and more!

HAPPY HOLIDAYS

Here's a sneak peek...and have a wonderful holiday season!

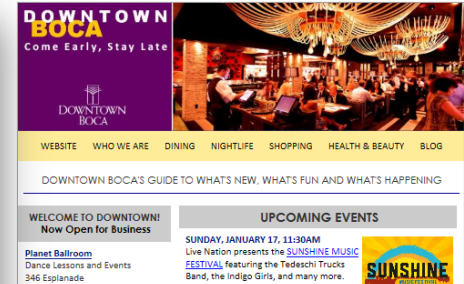
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401 S Plaza Real

TREK BICYCLE SHOP
335 N Federal Hwy

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Dance Lessons and Events
346 Esplanade
(561) 353-5320

Studio 306
Hair, Makeup and Nails
306 Esplanade, Suite 306
(561) 757-3436

The Boca Concert Studio
Fashion and Art
311 SE Mizner Blvd, #100
(561) 400-2538

Vom Fast
Oils, Vinegars, Spirits
437 Plaza Real
(561) 409-4414

Crepe Cafe
Breakfasts, Crepes, Desserts
504 Via De Palmas
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IN THE NEWS

Experience the Swiss
Downtown Boca

10th Milestone Sees
Festival of the Arts B

PICTURE OF THE MONTH

SATURDAY, FEBRUARY 6, 10AM - 5PM
SUNDAY, FEBRUARY 7, 10AM - 5PM
The Boca Raton Museum of Art celebrates its **30th ANNUAL JURIED ART FESTIVAL** up and down Plaza Real in Mizner Park, with 250 artists featured. Free. **Boca Raton Museum of Art** (see roof closure information below)

SUNDAY, FEBRUARY 14, 7:30PM
AEG Live presents the **ALAN PARSONS LIVE PROJECT**, with special guest The Orchestra, and including former ELO band members. Food and drink available for purchase. **Tickets:** [www.aeglive.com](#)

- Eblasted 1x/month
- 28% increase in subscribers over past year
- 35% avg. open rate
- 21% avg. click rate

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SECRET TREASURES
Unique handmade jewelry and jewelry making workshops.
33 SE 7th Street, (561) 617-7952

CORE EVOLUTION
A Lagree fitness studio infusing cardio and strength training.
9 Plaza Real South, Suite 119 (561) 345-4446

DOMUS 39
A new, modern Italian American restaurant in Royal Palm Place.
187 SE Mizner Blvd. (561) 415-8787

SIXT RENT A CAR
Top brand compact car and sedan rentals.
279 N Federal Hwy (561) 510-2103

IN THE NEWS

[Boca Raton Businesses Honor for Five Successes](#)

[3 New Restaurants Coming to Downtown](#)

[Finance Entrepreneur Expanding to Boca Raton](#)

[Junior's Icons: New York Cheesecake Coming to South Florida](#)

[Ticket Alert: Flight of the Conchords in Boca Raton](#)

[Favorite Irish Pub in Palm Beach County](#)

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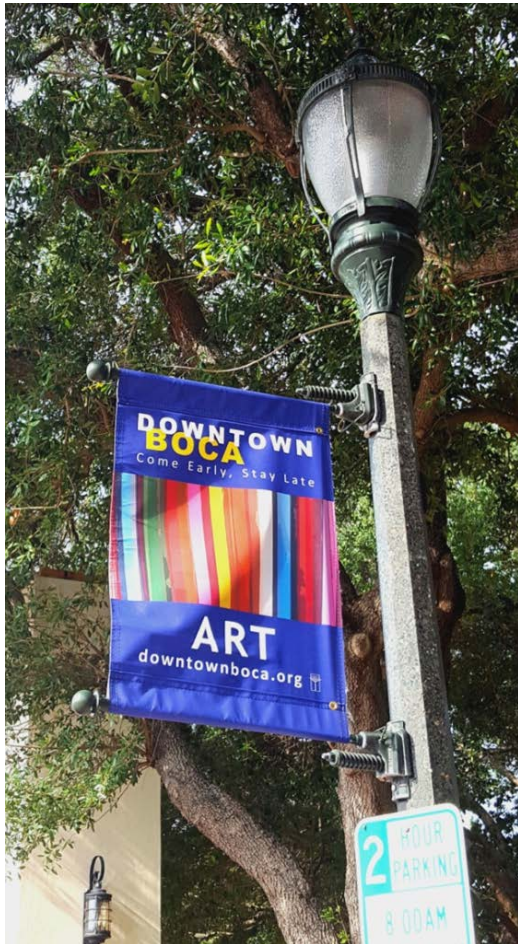
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Downtown Street Lamp Banners

Inspiring creative that both physically defines the downtown district, and reinforces the variety of attractions and experiences Downtown Boca has to offer.



Downtown Street Lamp Banners



- 250 total banners
- 14 different designs in 7 different colors, each highlighting a specific activity
- 3 different sizes geared to pedestrian and vehicular traffic
 - 24" x 36"
 - 24" x 48"
 - 24" x 60"

Downtown Brochure and Map

A physical guide to Downtown Boca, showcasing things to do, places to see, where to park and who to contact.

NEW!

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DOWNTOWN MAP INSIDE!

EXPLORE ART WALK EVENTS LIVE
TOAST MUSIC CULTURE WORK
HISTORY ENJOY DINE SHOP PLAY

DowntownBoca.org



COME EARLY AND STAY LATE IN DOWNTOWN BOCA

Wonderful, walkable, and filled with things to do, Downtown Boca will captivate you with its beautiful architecture, great public spaces, diverse attractions and lush landscaping. Live here, work here, play here...once you come, you won't want to leave.



DINING & NIGHTLIFE

Italian, German, Thai, Spanish, Indian – take your pick. Dining in Downtown Boca is a foodie's dream come true, with more than 75 restaurants featuring savory cuisines from around the globe. Plus, specialty shops with delectable offerings – gourmet donuts and cupcakes, cold-brewed coffees and organic juices.

Afterhours, you can sit alfresco at a beer garden, enjoy an intimate wine bar, hear some live music, dance to 80's music, or stop by an Irish pub or sports bar. There is always a reason to stay late in Downtown Boca.

SHOPPING

If you are in the mood to shop, you've come to the right place. New shoes? Jewelry? Premium oils & vinegars? Designer fashions? Eyewear? Kitchen gadgets? Groceries? Consignment? Children's clothing? Home décor? Art? This is just a sampling of what you'll find in Downtown Boca's hot retail areas.

Our many shopping areas are anchored by Mizner Park to the north and Royal Palm Place just to the south. Both areas are mixed use destinations that feature top-notch shopping, dining and living – all within lush settings.

DOWNTOWN MAP INSIDE!

EVENTS

There is always something to do in Downtown Boca. You'll find an array of fun-filled events year round – concerts, charity walks, guest speakers, theater performances, kids activities, yoga and a greenmarket.

- BRAZILIAN BEAT:** Brazilian Independence Day is celebrated with a Rio-style parade, Samba drums, Capoeira and Zumba showcases, dancing, Brazilian food and cocktails, and hot musical guests. **SEPTEMBER**
- ARTIRAGEOUS:** Two spectacular days of arts and crafts along Palmetto Park Road featuring 100+ top art vendors and a variety of original artwork. **OCTOBER**
- CARFEST:** A downtown car show featuring hundreds of cars – classics, antiques, hot rods and more. Plus live music and food trucks. **NOVEMBER**
- ITALIAN FEST:** Now! All the sights, sounds and tastes of Italy, including live entertainment, authentic cuisine, wine & beer, and rides for the kids. **FEBRUARY**
- MIZNER PARK AMPHITHEATER:** This state-of-the-art outdoor venue is host to concerts, cultural festivals, movie screenings and holiday events. **YEAR ROUND**

RECREATION

Tennis anyone? Downtown Boca has a great tennis center and so much more. Get in some exercise at our basketball courts, playground, ball fields, skate park, shuffleboard courts (yes shuffleboard!) and free yoga – all within walking distance. For more serious workouts – take a class or join one of our fitness centers – you'll find personal training, CrossFit and e

GETTING AROUND

Every area of Downtown Boca offers plenty to see and do, and it's all around has never been easier. Park at one of the 10+ parks and stroll, request a ride from the eco-friendly Downtownrent an electric bike or group party bike to hit all your favors!



STAY UP TO DATE DOWNTOWN

- DOWNTOWN BOCA**
www.DowntownBoca.org
- CITY OF BOCA RATON & MY BOCA LINK**
www.MyBoca.us & www.MyBocaLink.com
- MIZNER PARK AMPHITHEATER**
www.MiznerAmphitheater.com
- BOCA RATON LIBRARY**
www.BocaLibrary.org
- BOCA RATON HISTORICAL SOCIETY & MUSEUM**
www.BocaHistory.org
- BOCA RATON MUSEUM OF ART**
www.BocaMuseum.org
- DISCOVER THE PALM BEACHES**
www.PalmBeachFL.org



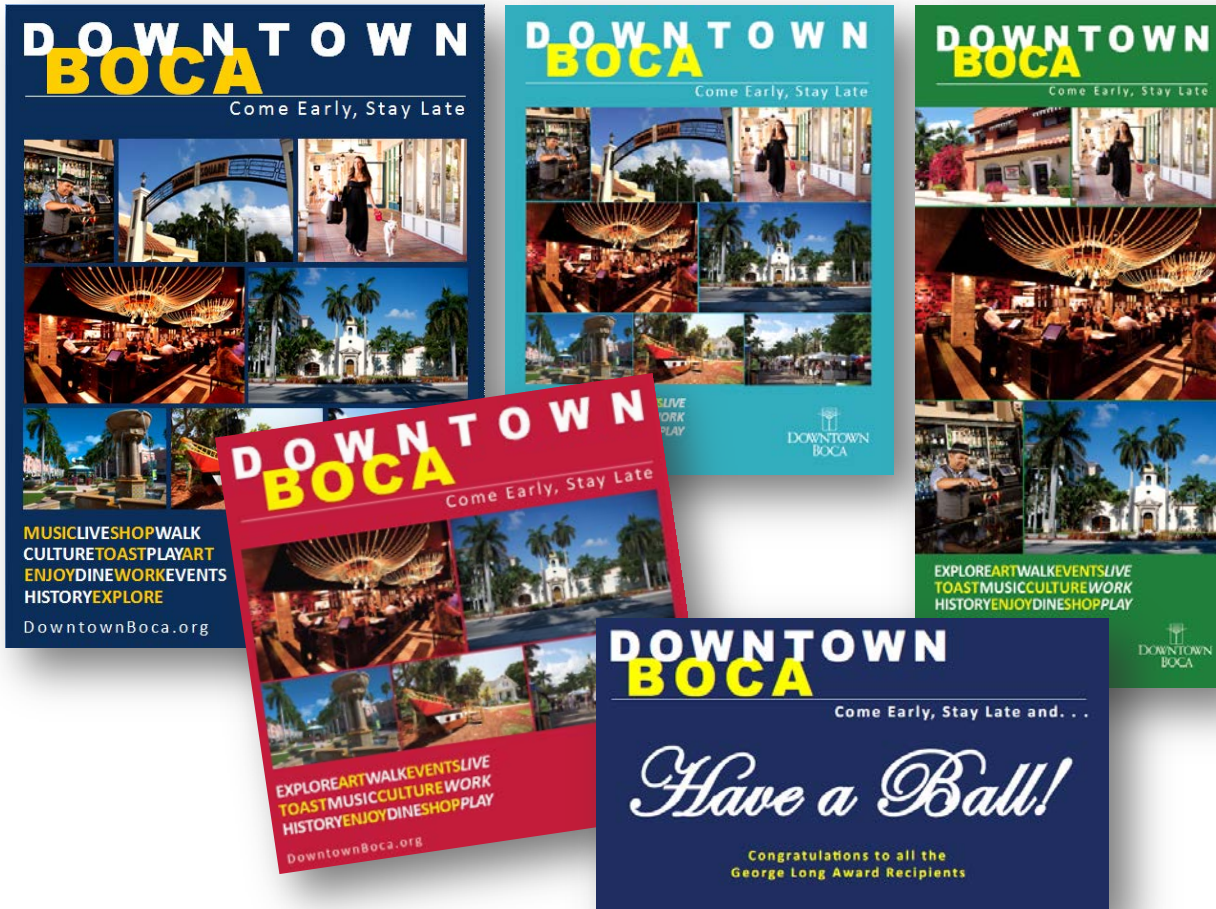
Distribution

- City Hall
- Welcome Center
- Libraries

- Community Centers
- Residential Buildings
- Boca Chamber
- Area Hotels

Brand Ads

Inspiring ads that feature Downtown Boca's appeal – shopping, dining, culture, living, working, history, playing – and target broad audiences.



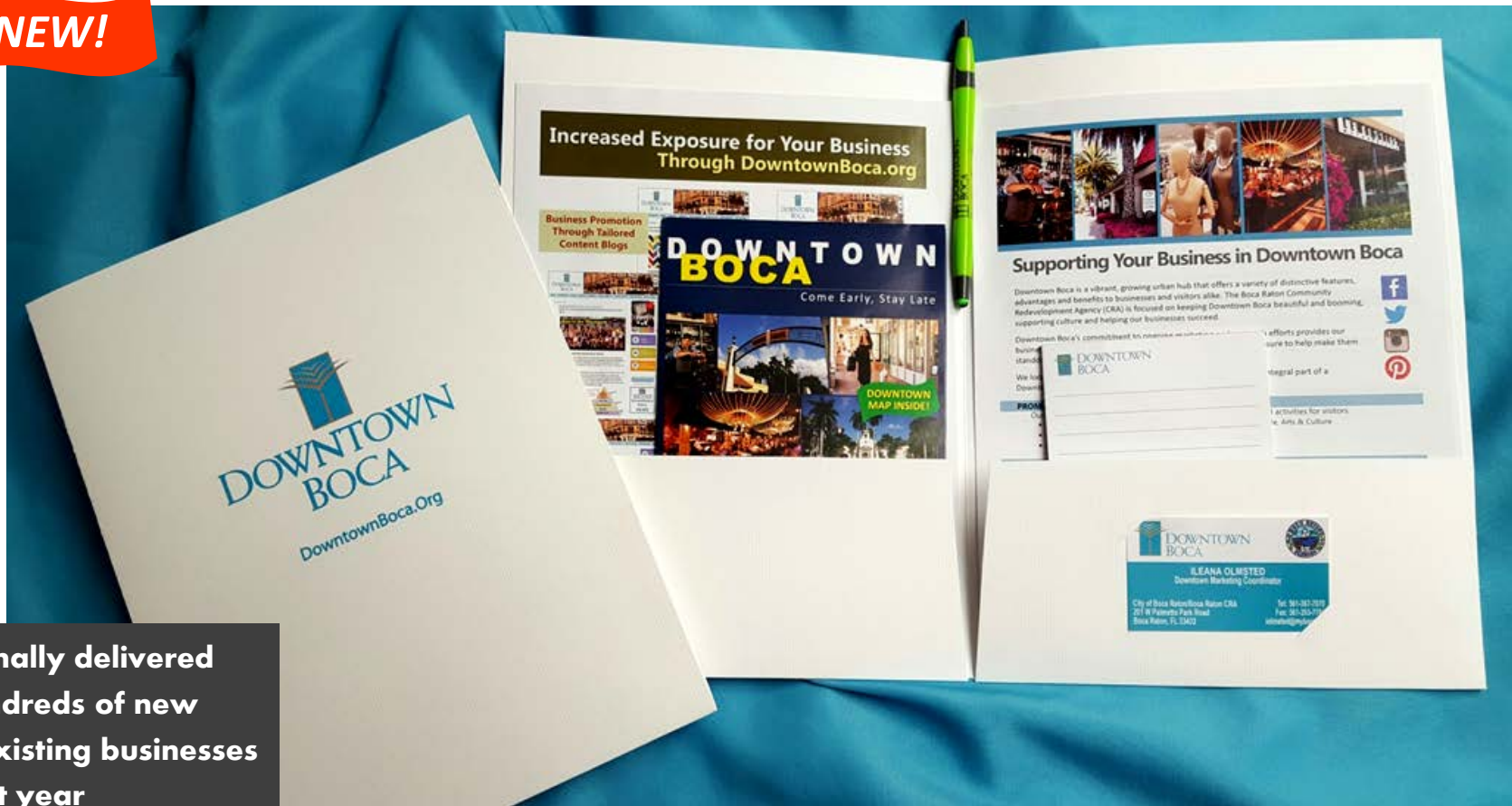
The brand ads have run in local and regional publications, targeting a variety of audiences (families, young urbanites, and cultured boomers) .

- Mizner's Dream (Official publication of the Boca Raton Resort & Club)
- City & Shore
- Boca Chamber Annual Guide
- Boca Raton Observer
- Boca Raton Mayor's Ball Commemorative Journal
- The Recreator
- The New York Times (regional edition)

Merchant Marketing Packet

This new packet works to educate new and existing businesses on the CRA's marketing efforts and outreach that support downtown merchants.

NEW!



▪ Personally delivered to hundreds of new and existing businesses in past year

Brazilian Beat 2014

International Downtown Association Merit Award Winner 2015

The annual Brazilian Beat festival, brings together the art of music and dance with the cultural celebration of Brazil and its Independence Day. 10,000+ visitors from Boca Raton and across South Florida descended into the heart of Downtown Boca enjoying the entertainment and driving business traffic.



Celebrating pride in country, passionate patriotism and cultural identity.



Genuine Brazilian entertainment: Headlining musical guests, Zumba and Samba showcases, Capoeira dancers, carnival dancers and drummers, and delicious Brazilian fare.



The 2014 Brazilian Beat attracted the most visitors since its inception: 10,000+



— GRUPO LATAM AIRLINES —



Local, national and international sponsor participation.

Pedestrian Promenade & Sanborn Square Arches

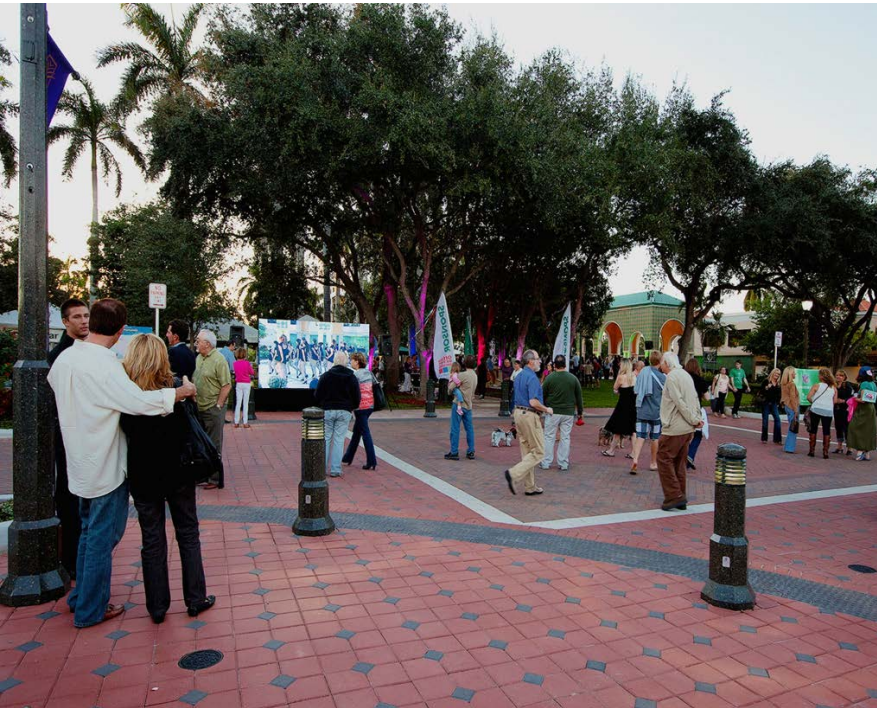
International Downtown Association Merit Award Winner 2015

The goal for the Pedestrian Promenade and Sanborn Square Arches public space project was to create a comfortable and visually engaging pedestrian scale environment connecting all of the parts of Downtown Boca, while providing appropriate accommodation of vehicular movement.

Pedestrian Promenade & Sanborn Square Arches



Pedestrian Promenade & Sanborn Square Arches



Elements of the improvements included a curbsless street and flexible spaces with open, walkable public areas, pedestrian crossings and a pair of arches that serve as landmark guideposts.

Pedestrian Promenade & Sanborn Square Arches



before



after

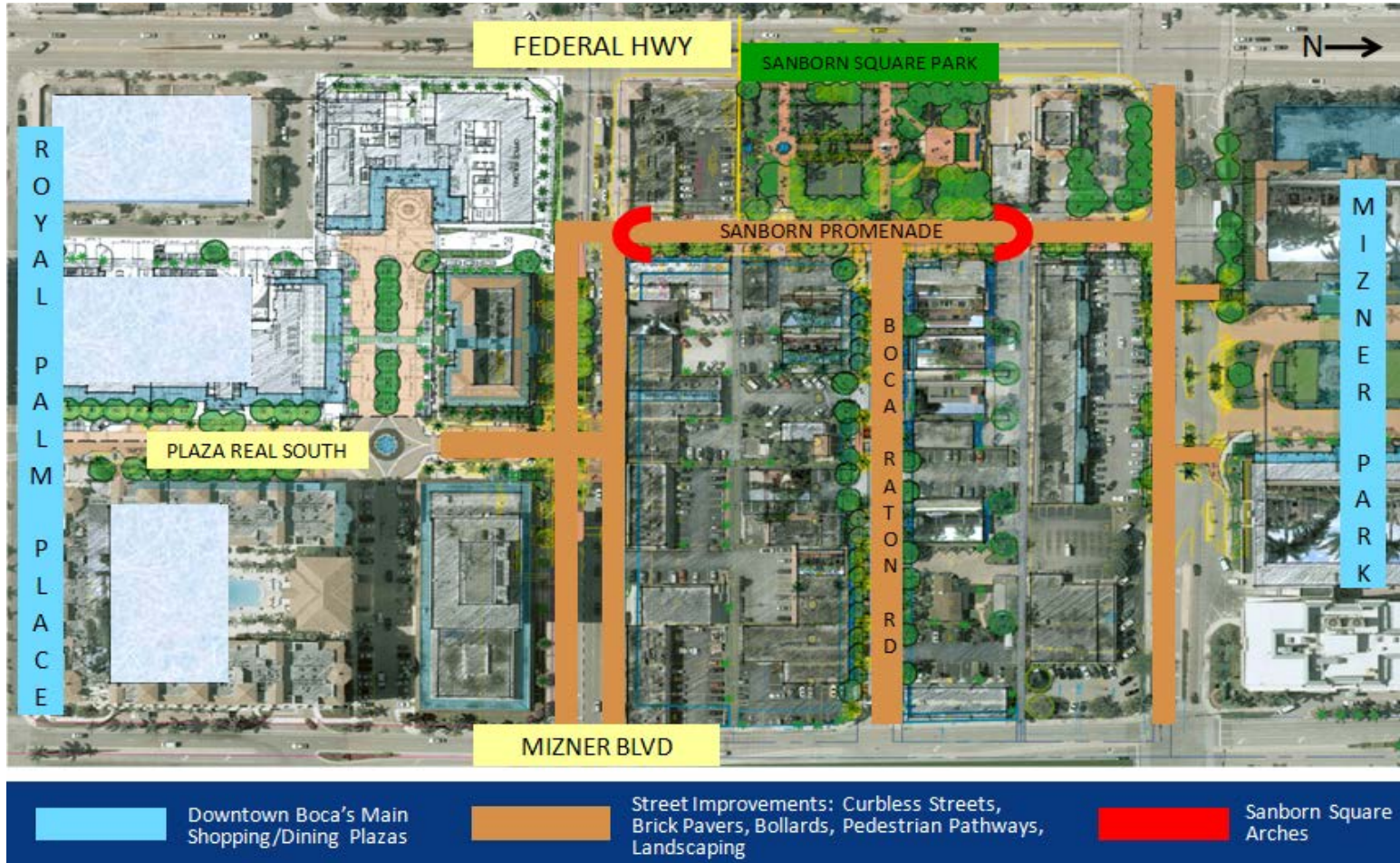


before

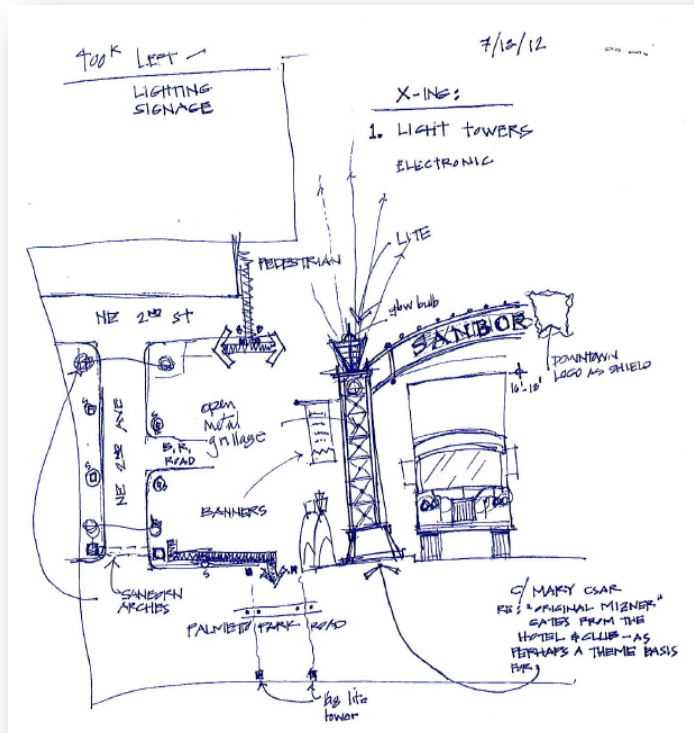


after

Pedestrian Promenade & Sanborn Square Arches



Pedestrian Promenade & Sanborn Square Arches



before



after

The Downtown Advisory Committee (DAC) members brainstormed the idea for the Sanborn Square Arches – via a sketch drawn by a DAC member during a committee meeting

Pedestrian Promenade & Sanborn Square Arches



The Pedestrian Promenade and Sanborn Square Arches were completed on time and under budget, despite construction occurring during official hurricane season