



Wi-Fi On The Ave-A Digital Downtown

Delray Beach, Florida

Delray Beach Marketing Cooperative (DBMC)

The Delray Beach Marketing Cooperative, Inc. was incorporated in June 2010 as a 501 (c)6. There are currently four partners involved with the organization. These organizations include:

- Chamber of Commerce
- City of Delray Beach
- Community Redevelopment Agency
- Downtown Development Authority

The Delray Beach Marketing Cooperative's mission is to attract people to the City, create a positive image and increase awareness of Delray Beach for a positive economic impact through Destination Marketing, marketing programs, events and community collaboration.

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Wi-Fi on the Ave-A Digital Downtown

This public/private partnership between the Delray Beach Marketing Cooperative (DBMC) and Blue Web Mobile Media allowed for the City of Delray Beach to bring free seamless Wi-Fi access in the downtown public areas.

The Three part project incorporates the following:

1. **Free Wi-Fi access** within the downtown district spanning almost 2.5 miles along the central corridor. Once a customer logs onto the Wi-Fi they are directed to a homepage which displays various paid advertisements and local merchant promotions.
2. **Virtual Kiosks** that provide way-finding for the Downtown area. The Kiosks are very similar to large I-Pads which engage the public in a multi-dimensional marketing effort. For example, users can tap the screen and access the information of a local hotel, restaurant or shop including but not limited to directions to the establishment, reservations, entertainment schedules or menus.
3. **A Mobile Application** will allow the user to take this platform with them. The user can then be queried or accessed for future information and can navigate the same information and directories remotely.

Utilizing a single platform the entire project can be updated and managed from one point. The project is also web-based, so as merchants update their information it is automatically updated on all three parts of the Digital Downtown project.

The jurisdiction of the project is inclusive of the entire city with an emphasis on the Downtown Entertainment Corridor. The project was created by the Delray Beach Marketing Cooperative who is charged with marketing the City of Delray Beach with little to no budget. The majority of our funding is derived from sponsorships which are tied to large scale events. The DBMC is steadily looking for collaborative partnerships in order to fulfill their mission established by the four partners (Delray Beach Downtown Development Authority, Greater Delray Beach Chamber of Commerce, Community Redevelopment Agency and the City of Delray Beach).

The importance of this project is to reinforce the fact that Delray Beach is a forward thinking community who embraces technology and innovation. This project benefits residents, tourists, merchants and the City of Delray Beach alike. The project creates a positive economic impact while generating excitement for our businesses and increasing press coverage of the City.

How is it a quantum leap of creativity?

The quantum leap of creativity is realized by providing the end-user with easily accessible localized information in keeping with digital innovation.

Who has benefitted from the innovation?

Those who have benefited include:

- City of Delray Beach- Innovative marketing and promotional tool and revenue generation for future marketing programs.
- Residents-utilize this service as an added amenity of their community.
- Merchants-broadcasting information to the consumer while they are in close proximity to their establishment. The consumer can then take the information with them while not in the Wi-fi coverage area.

How was the innovation initiated and implemented?

This innovation was implemented through a public/private partnership with Blue Web Mobile Media. Blue Web Mobile Media invested in the entire infrastructure of the project as well as the installation, management and ad sales. This was done with no cost to any municipal entity.

The Delray Beach Marketing Cooperative's role is to promote the project and drive customers to utilize the services. The DBMC also was instrumental in obtaining municipal approvals and private property owner approvals.

What risks were associated with planning and developing the innovation?

With no financial investment in the project by any municipal entity the risks were low. However in order for the project to be successful a certain amount of hotspots had to be secured in specific areas to provide seamless coverage. If these were not secured, the project would have dead areas along the corridor rendering it sub-optimal.

What was the environment in which the innovation was created and sustained?

The project was created in a collaborative environment with the participation of the DBMC, City of Delray Beach, Private Property Owners and Blue Web Mobile Media.

What were execution costs and savings?

On behalf of the DBMC and City, execution costs were negligible. The DBMC provided marketing collateral and street signage. Blue Web Mobile Media invested an estimated \$150,000. The partnership has been designed as a revenue-sharing project which generates marketing dollars for future destination marketing efforts.

What lessons were learned that could be shared with other governments?

The project took longer than anticipated to implement due to engagement of legal representatives of various private property owners.

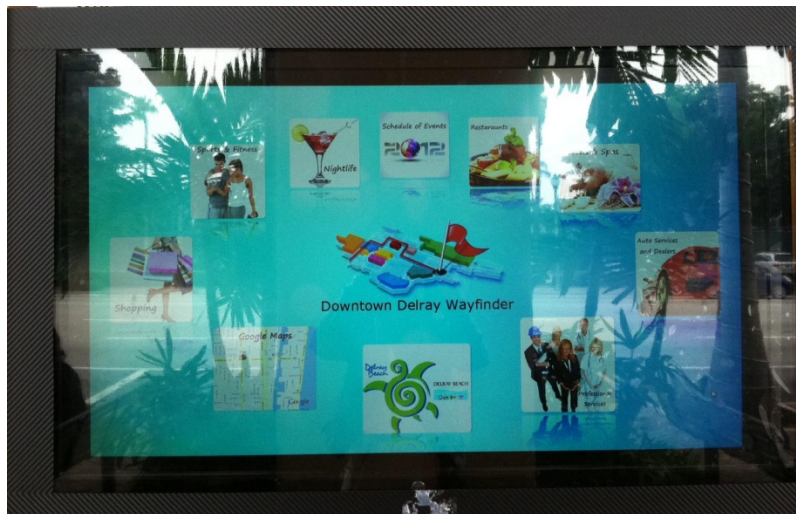
We have learned that this project is also an integral part in reaching the local and tourism market as our consumers are engaging in the project on an increasing basis.

Which department and or individuals championed the innovation?

The Delray Beach Marketing Cooperative. Sarah Martin, Executive Director.

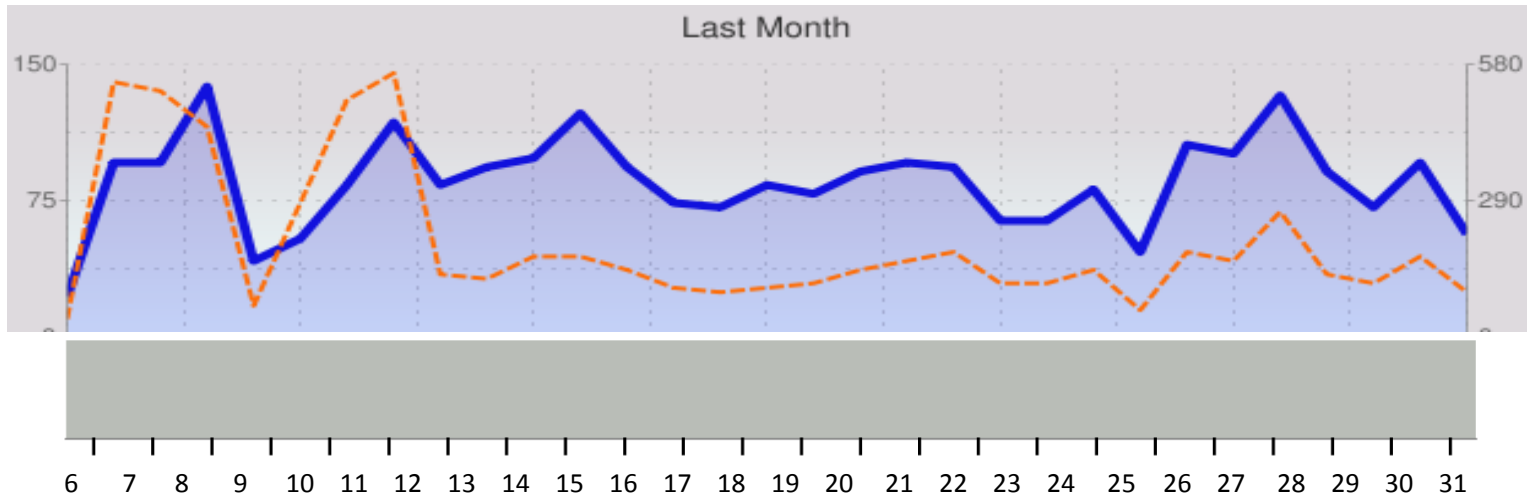


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Monthly Statistics for October, 2011



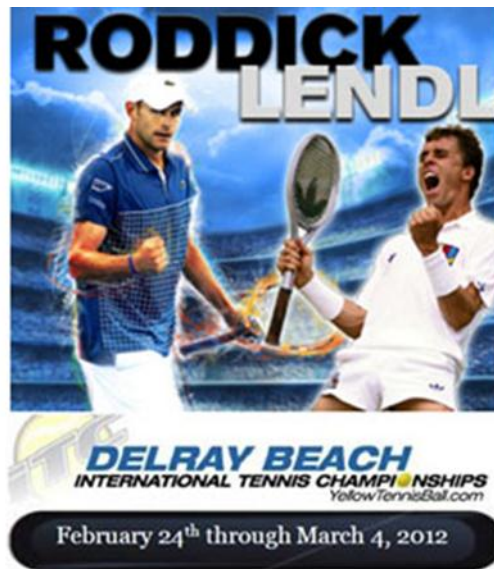
October 2011 Page Views- 2,459 (39%)



October 2011 Page Views-1387 (22%)



October 2011 Page Views- 1198 (19%)



October 2011 Page Views- 694 (11%)



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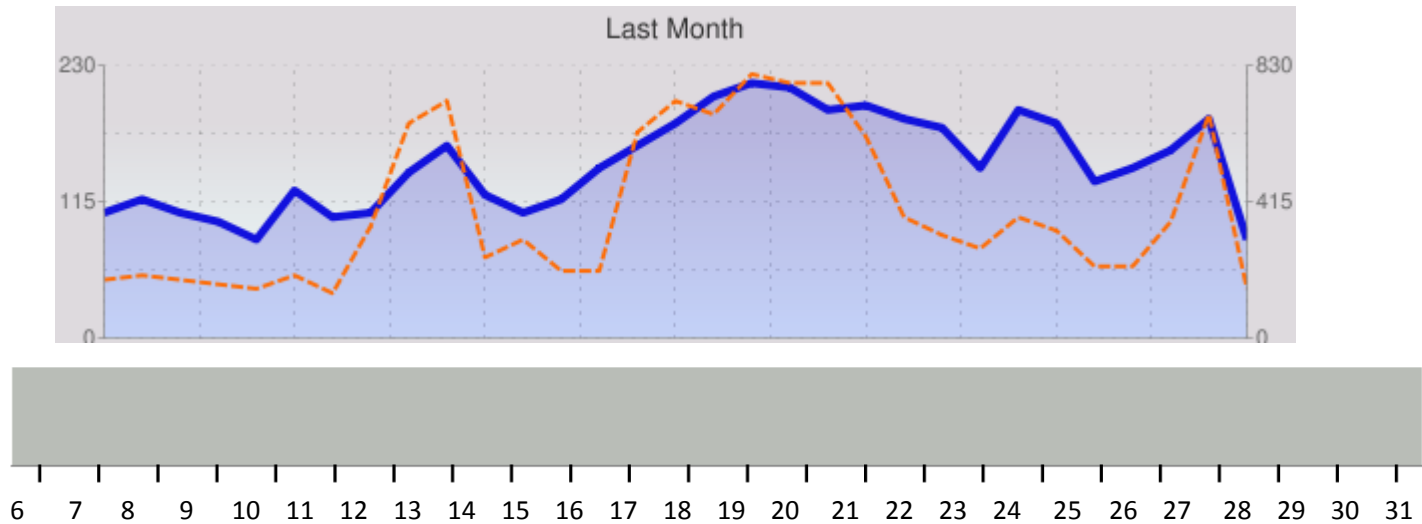


4607 Visits

12324 Pageviews

2.68 Pages/Visits

(0.0%) Spams



Monthly Statistics for November, 2011



December 2012 WiFi Stats

