# BEACH STREET BULLETIN E-NEWSLETTER

## We need your business news and promotions!

## Next E-Newsletter: November 18 (Holidays in Downtown)

To improve the effectiveness of the e-newsletter, the following changes were made to the e-newsletter with the March edition:

- More focus on Downtown features to engage customers as integral to the Downtown community with stories on future development, improvements to Downtown, Downtown history, and Downtown business trends.
- Merchant news will be a quick list of brief highlights of merchant news
- New section with Downtown Deals. The special offers from merchants will also be listed on a new page on the Riverfront Shops web site.
- Upcoming Downtown events will be listed with brief overviews.

The focus on in-depth Downtown stories and providing a quick list of upcoming Downtown events, merchant news and merchant deals is designed to improve the newsletter's ability to grab the customer's attention.

Another idea for merchants: adding a "how-to" section that draws upon the knowledge of Downtown Daytona Beach merchants. Examples of possible articles include a brief guide to wine varietals or pairings from Wine-Me, a recipe from a Downtown restaurant, or information on gemstone selection from a local jeweler. The section would increase engagement with the newsletter, position the participating business as local experts, and provide an additional hook for promoting the newsletter on Facebook.

Please respond to this email with your business news or Downtown Deal and it will be added to upcoming newsletter. The next newsletter will go out mid-November and focus on the up-coming Downtown holidays.

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# DOWNTOWN HOLIDAYS:

The Holidays are fast approaching. The following is a summary of the planned Downtown events and promotions during the Holiday Season:

- Traditional Holiday Theme – Unwrap our Holiday Charm
- Riverfront Fridays – November 27: Downtown Holidays Kick-Off
- Holiday Tree Lighting in Downtown Plaza – November 27: Volunteers Needed!
- Small Business Saturday – Sign-up your business
- Riverfront Festival of the Seasons – December 7
- Halifax River Yacht Club – Christmas Boat Parade – December 7
- "COME TO THE STABLE" CRECHE ART EXHIBIT – Need list of Participants!
- Downtown Christmas Caroling

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# DOWNTOWN HOLIDAY THEME & DECORATIONS

## THEME: "UNWRAP OUR HOLIDAY CHARM"

The DDA is continuing this year with the traditional Holiday decorations for Downtown and the tag line of "*Unwrap Our Holiday Charm*".

- **STREET DECORATIONS:** "Unwrap Our Holiday Charm" banners, traditional wreaths with white lights on light poles, event posters in store directory, and red poinsettias in flower pots. Funded by the Downtown CRA.
- **DOWNTOWN HOLIDAY TREE:** located in the Downtown Plaza at ISB & Beach St.
- **DECORATED STOREFRONT WINDOWS!** Merchants are encouraged to decorate your storefronts with white lights, red ornaments, and other traditional decorations to complement the overall Downtown Holiday theme.

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## HOLIDAY EVENT SCHEDULE:

******Note: Event Schedule is being finalized and times are subject to change******

## FRIDAY, NOVEMBER 27 – RIVEFRONT FRIDAYS

**PRESENTED BY CINEMATIQUE THEATER**

Start the Holiday Season in Downtown

- 5PM Get Happy! Hour
- 5PM Downtown Holiday Tree Lighting at the Downtown Plaza: Volunteers Needed!
- At Dusk *FREE* Cinematique Under the Stars, Flashback Fridays Movie: ***National Lampoon's: Christmas Vacation*** (1989) Yule crack up as Chevy Chase returns in this blockbuster comedy as Clark Griswold, America's best-intentioned walking disaster area, who is determined to create a fun-filled, old-fashioned Christmas. Deck the halls with laughter at the escapades of the Griswold family. Chevy Chase, Beverly D'Angelo, Randy Quaid, Juliette Lewis.

## SATURDAY, NOVEMBER 28 – SMALL BUSINESS SATURDAY

Promote your small business during the busiest shopping season of the year!

Small Business Saturday is a shopping holiday held on the Saturday after US Thanksgiving during one of the busiest shopping periods of the year. The holiday is promoted by American Express as a counterpart to Black Friday and Cyber Monday. Small Business Saturday encourages holiday shoppers to patronize brick and mortar businesses that are small and local. American Express advertises the holiday via a nationwide radio and television advertising campaign and on social media.

To sign up your business: go to https://shopsmall.americanexpress.com/

If your business is participating in the Small Business Saturday promotion, please email me to be on the Downtown participating business list for promotions.

## SATURDAY, DECEMBER 5 - RIVERFRONT FESTIVAL OF THE SEASONS

**PRESENTED BY BULLSEYE DIRECT MARKETING**

Event Time: 4:00 PM – 9:00 PM
Location: City Island (near Library)

Prime Christmas Boat Parade Viewing and Food Trucks!

- Music & Entertainment
- Pictures with Santa & Kids Crafts

• Sky Lantern Release
Sponsored by City of Daytona Beach and Daytona Beach Downtown Development Authority.

## SATURDAY, DECEMBER 5 – CHRISTMAS BOAT PARADE

**PRESENTED BY THE HALIFAX RIVER YACHT CLUB**

Event Time: 6:30 PM
Location: Halifax River

## FRIDAY, DECEMBER 18 – RIVERFRONT FRIDAYS

Pre-Christmas Celebration in Downtown

- 5PM Get Happy! Hour
- At Dusk *FREE* Cinematique Under the Stars, Flashback Fridays Movie: **Top Hat** (1935) One of the best of the Fred Astaire-Ginger Rogers musicals, Top Hat centers on a typical mistaken-identity plot. Irving Berlin score includes "Cheek to Cheek," "Isn't it a Lovely Day?," and the jaunty title song. The charisma of the stars, the chemistry of the supporting players, the white-telephone art direction of Van Nest Polglaise, the superlative choreography by Astaire and Hermes Pan, and the effervescent direction of Mark Sandrich all combine to make Top Hat a winner.

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## "COME TO THE STABLE" CRECHE ART EXHIBIT

Back for the 6th Annual Exhibition! This year, Crèche artist Bill Egan will be loaning out his collection to shops as a way of getting visitors to move to other Riverfront Shops to see the manger scenes. Some of the displays are very intricate, others are whimsical. For the past few years, the "Come to the Stable" crèche art exhibit in the Dunn Building has gotten publicity up and down the coast, even bringing people from Orlando and Winter Park to see the art.

For the 6th year, Bill Egan will be setting up Nativity displays in shop windows on Beach Street. Last year they were in 30 windows and people were still taking pictures in mid-January as they were being dismantled.

In case you're new to the area, they range from 10-inches wide to 12-feet, depending on the wishes of each shop. These aren't the five and ten cent store stables like your grandmother had. They're based on artistic European nativity scenes, mostly from Italy and Spain. Crèche artists from outside the area have sent their work to be included and there are new items every year. Below is the list of participants from last year, please confirm your participation.

**INDIVIDUAL DISPLAYS:**

- Christian Science Reading Room – 166 N. Beach Street
- Safety Council – 150 N. Beach St
- Nicole's Beach Street Antique Mall – 140 N. Beach Street
- Jakob's Well – 132 N. Beach Street
- Arlequin Antiques – 122 S. Beach Street
- Zappi's Italian Garden Restaurant – 128 S. Beach Street
- Wm. Ritzi and Co. Jewelers – 160 S. Beach Street
- The Twisted Spine, LLC - Dr. Amy Wolf – 206 S. Beach Street
- Beach Street Shoe Boutique – 228 S. Beach Street
- Sweet Marlays Coffee Shop – 214 S. Beach Street

- Cinematique Theater – 242 S. Beach Street

If you want a scene for a segment of your window area, contact Bill directly at Advent_USA@earthlink.net

Everyone who had these displays last year reported an increase in sidewalk traffic that stopped to take pictures.

## DOWNTOWN CAROLING

We are looking for any volunteer choir, band, orchestra, etc. that would like to participate in the "potential" downtown caroler events leading up to Christmas in December. We would like for each group to sing or play at least one song in Spanish in celebration of Christmas 450. Please reach out to your congregation, customers, friends and family members so we can fill up the streets of Downtown with Christmas Joy. If you have a group willing to participate please have them pick 2 time slots, a primary and secondary, just in case one is full already and contact Dr. Wolf with The Twisted Spine LLC. 386-202-2272

See attached schedule.

## Remember!

**If you have any business news, sales or specials, please respond to this email. Your cooperation is critical to the success of the marketing campaign for Downtown. Remember to participate in Downtown events, post your info to the Riverfront Shops Facebook page and forward any business news for posting on the web site**