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FOR IMMEDIATE RELEASE

DOWNTOWN DAYTONA BEACH REVITALIZATION

To: Pat Rice, News-Journal Editor

The Daytona Beach Downtown Development Authority (DDA) is implementing programs to revitalize Downtown Daytona Beach. The DDA is focused on marketing and promoting Downtown Daytona Beach to local residents and area tourists as a shopping, dining and entertainment destination through the **Riverfront Shops of Daytona Beach** campaign.

The Riverfront Shops advertising campaign was developed by the DDA's marketing agency, GOLD & Associates, using secondary research review that consulted over 60 sources and a primary research survey to a universe of over 11,000 individuals, including past and potential guests of the Beach Street retail area. Study participants preferred the "Riverfront Shops of Daytona Beach" name by about 30 percent more than any other.

Our challenge is to create a memorable brand that stands out while staying true to the area's unique character. Research clearly showed the 'Riverfront Shops of Daytona Beach' to be the best choice. The scenic waterfront location is highly attractive to customers and that is what we are featuring.

A new website, advertising, brochures, social media, e-marketing and a variety of other tools promoting the Riverfront Shops of Daytona Beach have been implemented based on the research results and merchant input. This series of marketing programs are critical to attracting potential customers to the Downtown business district. A solid customer base is critical to the continued success of its historic shopping district and the local businesses.

The Riverfront Shops marketing campaign also complements the efforts of the Daytona Beach CRA to revitalize Downtown. The DDA's comprehensive marketing campaign, in conjunction with the CRA's business assistance grants and infrastructure improvements are resulting in reinvestment by long-time businesses owners and attracting new businesses to Downtown.

Robert Abraham, Chairman
Daytona Beach Downtown Development Authority

For more information: <http://riverfrontshopsofdaytona.com>