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Guest Speaker Provides Tourism & Business Development Information for Downtowns

SEBRING, Fla. (Aug. 9, 2011) - The Sebring Community Redevelopment Agency (CRA) will host its next "What's Up Downtown?" meeting on Tuesday, Aug. 30 at 5:30 PM at the Sebring Civic Center on Lake Jackson starting promptly at 5:30 PM. Guest speaker Marjorie Ferrer, executive director of the Delray Beach Downtown Development Authority (DBDDA), will give a presentation, Positioning Downtown as a Destination for Visitors & Residents. This topic will provide valuable information to the community on how to take advantage of Sebring's charming and historic downtown for tourists, part-time and year-round residents.

As executive director for the DBDDA since 1993, Ferrer spearheaded the revitalization of the City to encompass daytime and nighttime economy and activity. In less than two decades, Marjorie has initiated concepts that have been instrumental to Delray Beach's emergence as a thriving downtown, including Clean & Safe Initiatives, directing award-winning marketing campaigns and promotions that drive economic growth throughout the community. Under her leadership, Delray Beach continues to be successfully branded as the Village by the Sea.

Simultaneous to the Downtown Development Authority position, she also served as Executive Director of the Delray Beach Downtown Marketing Cooperative from 1993 to May 2010, successfully coordinating a partnership between The Chamber of Commerce, the Community Redevelopment Agency, the Downtown Development Authority and the City of Delray Beach drawing millions of visitors and residents to the town through events. Many of the signature events included the World Famous 100-Foot Christmas Tree, First Night and Art & Jazz on the Avenue, all of which generated over \$4 million in monetary sponsor support and more that \$11 million in in-kind sponsor support.

"There's a lot of enthusiasm and excitement happening in Downtown Sebring right now, especially with the Sebring Centennial happening next year" said Pete Pollard, CRA Executive Director. "We encourage everyone to attend this informative meeting."

The mission of the CRA is to bring about the economic revitalization of an established target area. To create a re-investment environment that attracts private investors into the area. To promote improvements within the redevelopment area through renovation and restoration of buildings, as well as to encourage new construction. To acquire the funding necessary to make the infrastructure improvements necessary to attract investment dollars and improve the assessed taxable value of district properties and to assist the Chamber of Commerce and Downtown Merchants in their efforts to market the downtown businesses.