

MALL ON DUVAL



PILOT PHASE I & II

CARL FISCHER, CONSULTANT, CITY OF KEY WEST, MALL ON DUVAL

CITY COMMISSION MEETING * AUGUST 20, 2019



TESTIMONIALS

RESTAURANTS RETAIL GALLERIES

BLOCKS 500 600 700



La Trattoria, 524 Duval, Restaurant



Bill, Owner

*“1Q up \$50K. 2Q up \$20K with many rain days.
Mall on Duval is positive for the city. Keeping up with the times.”*

Tucker's Provision, 611 Duval, Retail



Kurt, Owner

"A step in the right direction in making Duval Street a place where people want to spend time with families, kids and locals."

Mel Fisher's, 613 Duval, Retail



Karolina, GM

"We have seen sales spike 500% higher after 5PM. We definitely support Mall on Duval and would like for it to be permanent."

DeRubeis, 619 Duval, Gallery



Shane, Owner & GM

"The 9PM to midnight timeframe on Fridays and Saturdays is now responsible for increasing our total monthly sales by over \$80K!"

DJ's Clam Shack, 629 Duval, Restaurant



Jeff, Owner

"We love it! 100% for it. Makes Duval feel safe and saner. It's a more upscale atmosphere and family friendly."

KW Hammocks, 719 Duval, Retail



Paul, Owner

“Mall on Duval makes the street more enjoyable. Easier to get around. It turns it into a stroll instead of muddling through a crowd. Overall I think this is the best way to go.”

SUMMARY



Pilot 1
Feb 15- Apr 27



Pilot 2
May 3 – Jul 27



Blocks
500 600 700



Fri & Sat
25PM to 12AM



Survey Results

As a business owner, what is your overall impression of the Mall on Duval Pilot Program?

Apr 2019		Jul 2019
69%	Very Good or Good	45%
11%	Neutral	25%



Survey Results

As an attendee, has your visit to Mall on Duval made your visit to Key West more pleasurable?

YES

72%



Survey Results

*Would you like to see the Mall on Duval Pilot Program become **permanent**?*

Apr 2019		Jul 2019
83%	BUSINESSES	57%
84%	ATTENDEES	-



GOALS



Safety



Logistics



Drive City Costs
Down to \$0



Plan for Future



MARKETING

CENTRAL DUVAL DISTRICT **CDD**



RADIO



NEWSPAPER



BANNERS



SOCIAL MEDIA



BASED UPON FEEDBACK



EXPANSION
500 600 700



BOLLARDS
REDUCE COSTS



ENTERTAINMENT
EXPERIENCE



LOWER COSTS FOR CITY

