

PILOT PHASE I & II

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

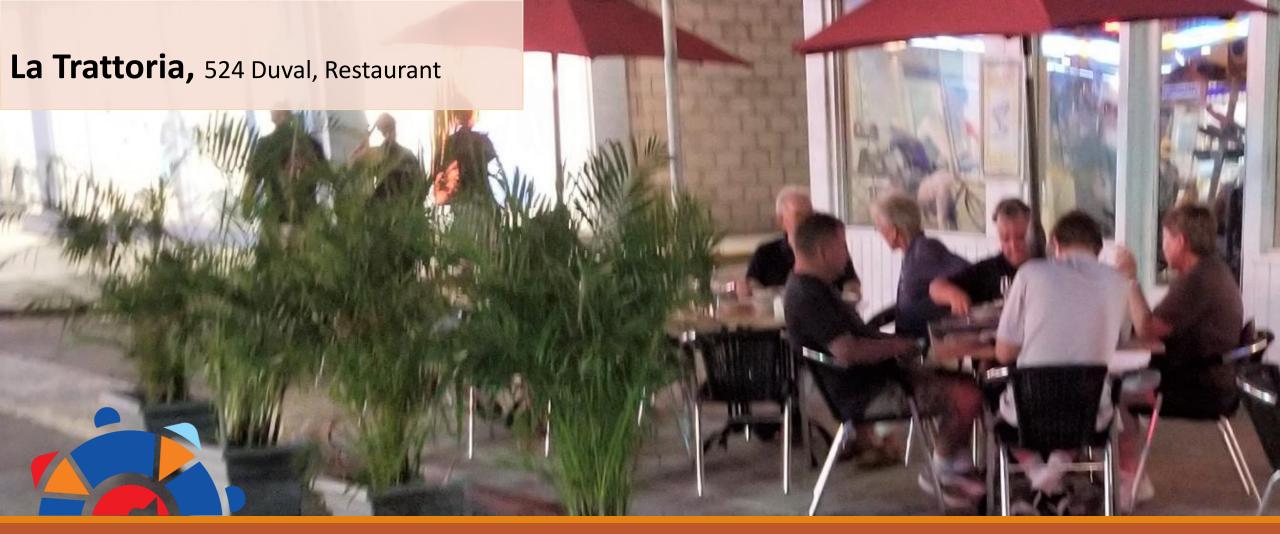
CITY COMMISSION MEETING * AUGUST 20, 2019



TESTIMONIALS

RESTAURANTS RETAIL GALLERIES

BLOCKS 500 600 700



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."



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."



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."



Shane, Owner & GM

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



Jeff, Owner

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



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%

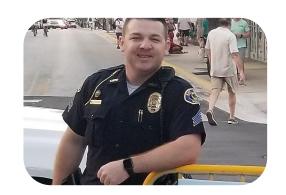


Survey Results

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



BASED UPON FEEDBACK



EXPANSION 500 600 700



BOLLARDSREDUCE COSTS



ENTERTAINMENT EXPERIENCE



LOWER COSTS FOR CITY



