



FOR IMMEDIATE RELEASE

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Downtown Hollywood patrons, businesses reap benefits of Resident Reward Wednesdays

HOLLYWOOD, FL – April 13, 2009 – Several Downtown Hollywood businesses are showing their appreciation to loyal local customers on Resident Reward Wednesdays.

Every Wednesday through the end of October, Hollywood residents will be rewarded for supporting the downtown business community with a 15-percent discount on their check or bill at 18 participating restaurants and retail establishments. Customers need only present a driver's license or Department of Motor Vehicle identification card with a valid Hollywood address to reap their rewards.

Originally launched January 7th by the Downtown Hollywood Business Association as a pilot program at eight participating restaurants, Resident Reward Wednesdays were a hit with not only residents but restaurateurs who saw increased business during the 11-week trial period, when savings were offered from 4 p.m. to closing.

"The guests were really happy with the incentive, especially since everybody's looking for a bargain or a value now," said Heather Keenly, the general manager of Lola's on Harrison, who serves as DHBA vice president and Promotions Committee chair.

The re-launched program, which is co-sponsored by the City of Hollywood Community Redevelopment Agency (CRA) - Downtown District, also includes retail businesses and offers resident rewards during all business hours every Wednesday through October 28.

Resident Reward Wednesdays are one of several initiatives being developed by the DHBA to draw more customers to Historic Downtown Hollywood. Downtown CRA initiatives include the "Kids Eat Free on Friday" program and popular free events such as weekly Funtastic Fridays for Kids and the monthly Dream Car Classic and ArtWalk series.

"The residents are the lifeblood of the community, and the thing that we are trying to emphasize is shop and support local," said DHBA president Robin Robins. "A thriving business community will result in a thriving community overall and that is the key with this promotion, to kick off incentive-based programming that brings patrons into the downtown."

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Downtown businesses currently participating in Resident Reward Wednesdays include:

- A la Turca (2027 Hollywood Blvd.)
- ANSU Gallery (2028 Harrison St., #104)
- Café Italia (2025A Hollywood Blvd.)
- Hollywood Vine (2035 Harrison St.)
- La Barraca Tapas Bar & Café (115 S. 20th Ave.)
- La Piazza Pasta Café (1885 Hollywood Blvd.)
- Lola's on Harrison (2032 Harrison St.)
- Luce (1906 Harrison St.)
- Mama Mia Italian Ristorante (1818 S. Young Circle)
- Mickey Byrne's Irish Pub & Restaurant (1921 Hollywood Blvd.)
- Mix Ultra Lounge (1903 Hollywood Blvd.)
- Mosaica (2020 Hollywood Blvd.)
- Nilus Delights (1854 N. Young Circle)
- Sage Oyster Bar (2000 Harrison St.)
- Saratoga Ristorante Italiano (1917 Hollywood Blvd.)
- SAS Martini Lounge (1814 Harrison St.)
- Spice Resto-Lounge (1934 Hollywood Blvd.)
- The Little Bakery (2033 Harrison St.)

The 15-percent discount on purchases and meals is exclusive of sales tax and gratuities. For more information on Resident Reward Wednesdays or downtown events, call the Downtown CRA at 954-921-3016 or visit www.downtownhollywood.com.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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