



Summer Bustle

IMPROVEMENTS, EMBELLISHMENTS,
AND BANNERS ON THE WALK

As spring morphs into summer, the pace is a little less hectic from the events point of view, but action in the parks continues as we see additional amenities added.

One of the newest improvements is the wrapping of utility boxes along Riverwalk. There are eight new locations and they will be sporting selected *Go Riverwalk Magazine* covers and informational tidbits. In conjunction with the City's plans to bring more public art to our downtown, projects of this kind continue making the pedestrian experience much more interesting and fun. In addition to the Riverwalk wraps other downtown locations will include five along Broward Blvd., two on Federal Hwy, two on N. Andrews Ave., and three on NE Third Ave.

Also new will be the Riverwalk Information kiosks (the first being located at Huizenga Plaza) that will be staffed by Riverwalk Ambassadors, volunteers who will meet and greet local residents and visitors, provide maps, and offer local information about events or happenings. This pilot program will staff the kiosks on Saturdays and Sundays from 11 a.m. to 5 p.m. We look forward to adding our second information kiosk at Riverwalk Laura Ward Park providing the same services in the near future. If you meet our Riverwalk Ambassadors on the street or along the walk, please take a minute to thank them for their service.

You may also have come across our new giant adirondack chair, constructed by the City of Fort Lauderdale and placed on Riverwalk as an ideal photo opportunity for you and your family!

Look for the return of Noon Tunes in the fall as a very cool way to spend your lunch hour at Huizenga Plaza.

As previously advised, our additional lights are on order and scheduled to be installed by late September. We are exploring some



A utility box wrap along the Riverwalk



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additional options to apply for grant funds to further enhance the area. We have had a number of great suggestions from Wi-Fi to interactive touchscreen information.


Lastly, Riverwalk banners will be up for sale shortly and we encourage you to secure your favorite location as soon as you can! This very popular program is the best-kept advertising secret around. Banners are hung along Riverwalk for one year with your company name and/or logo, or individual names and are viewed by over 100,000 visitors and residents. Imagine getting that kind of return on investment. Be sure to check our web page or call our office for more information. The window of opportunity is small so don't hesitate to participate! 

PHOTO BY JASON LEIDY