



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: November 10, 2025

INFORMATION ONLY

AGENDA ITEM 8.F

SUBJECT:

Social Media & Print Marketing Update

SUMMARY:

Throughout the months of September and October, a variety of marketing efforts were made to promote BBCRA initiatives and projects, as well as, a variety of local businesses that operate within the BBCRA area.

Social Media Marketing

- **BBCRA Project Posts:**
 - Cottage District
 - Co-Working Input Survey
 - Commercial Business Grant Program
 - Neighborhood Officer Program
 - Coastal Cruiser by Circuit
 - The Villages
- **Business Promotional Posts:** Utilized Facebook and Instagram feed and stories to promote a variety of businesses, such as:
 - Armenia
 - Banana Boat
 - Crystal Garden
 - Josie's Ristorante
 - Big John's Eatery
 - The Bungalow
 - Tiki Taxi & Cruises
- **Business Promotional Activations**
 - Bon Appetit Boynton Beach
 - Holiday Boat Parade

Digital Marketing

- **Boynton Beach Insider Blog**
 - September
 - [Momentum Builds in Downtown Boynton Beach: The Villages Takes Shape](#)
 - [Discover Diving in Boynton Beach: Goliath Grouper, Lobster Season & World-Class Underwater Adventures](#)
 - [Shine Bright with Link Custom Jewelry](#)

- Dine, Unwind, and Enjoy Live Music at Josie's Ristorante
 - Home with Help of Florida: Compassionate Care Rooted in Our Community
 - Revitalizing Boynton Beach - One Grant at a Time
 - Florida Native Bait & Tackle Hooks a New Spot in Boynton Beach
 - Bon Appetit Boynton Beach: A Flavorful New Way to Support Local
- October
 - Revitalization in Progress: Highlights from the BBCRA
 - Cottage District Home Lottery Announced
 - Experience the Art of Tailoring at Venasky Tailor
 - Mediterranean Flavor on the Go: Soulvaki Fast Boynton Beach
 - Loveli Tea is Coming to Boynton Beach - Your New Favorite Tea Spot
 - The Crystal Garden: Boynton Beach's Spiritual Destination
- **Redevelopment Works Newsletter:**
 - [September](#)
 - Revitalizing Boynton Beach - One Grant at a Time
 - The Villages
 - Budget Discussions
 - Bon Appetit Boynton Beach
 - Link Custom Jewelry
 - Home with Help
 - Coastal Cruiser
 - Goliath Grouper & Lobster Season
 - Florida Native Bait & Tackle
 - Josie's Ristorante
 - Public Meetings
 - [October](#)
 - Revitalization in Progress
 - Cottage District Lottery
 - Co-Work Space Input Requested
 - Trades Career Expo
 - Venasky Tailor Experience
 - Loveli Tea
 - 2025 Awards
 - Coastal Cruiser
 - The Crystal Garden
 - Soulvaki Fast
 - Hispanic Heritage Month Celebration
 - Pirate Fest
 - Boynton Harbor Marina
 - Public Meetings

Print Marketing

- A quarter-page ad was published in the Coastal Angler in September to promote the Boynton Harbor Marina.
- A full-page ad was published in the Coastal Angler in October to promote the Boynton Harbor Marina. The issue was distributed at the Fort Lauderdale International Boat Show.
- A quarter-page ad was published in Florida Sports Fishing to promote the Boynton Harbor Marina.

- A quarter-page ad was published in the Coastal Star to promote Bon Appetit Boynton Beach.
- A full-page ad was published in the Neighborhood News to promote Bon Appetit Boynton Beach.
- An informational brochure was created to showcase BBCRA redevelopment projects during the FRA tour - See Attachment I

See Attachment II for an overview of the social media and print marketing in September and October, Attachment III for a full listing of posts that were shared in September, and Attachment IV for a full listing of posts that were shared in October.

FISCAL IMPACT:

FY 2024-2025 Budget, General Fund, Line Item 01-57400-216 - \$900

FY 2024-2025 Budget, Project Fund, Line Item 02-58500-480 - \$990

FY 2025-2026 Budget, General Fund, Line Item 01-57400-216 - \$800

FY 2025-2026 Budget, General Fund, Line Item 01-57500-360 - \$280

CRA PLAN/PROJECT/PROGRAM:

2016 Boynton Beach Community Redevelopment Plan

CRA BOARD OPTIONS:

No action is required at this time unless otherwise determined by the CRA Board.

ATTACHMENTS:

Description

- [Attachment I - FRA Tour Brochure](#)
- [Attachment II - September & October Marketing & Social Media Overview](#)
- [Attachment III - September - Facebook & Instagram Posts](#)
- [Attachment IV - October - Facebook & Instagram Posts](#)