



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: February 10, 2026

INFORMATION ONLY

AGENDA ITEM 8.D

SUBJECT:

Social Media & Print Marketing Update

SUMMARY:

Throughout the month of January, 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
 - Coastal Cruiser
 - Boynton Harbor Marina
- **Business Promotional Posts:** Utilized Facebook and Instagram feed and stories to promote a variety of businesses, such as:
 - Dock & Dine at Two Georges, Banana Boat, and Prime Catch
 - Florida Tackle Company
 - Hurricane Alley
 - Second Rodeo

Digital Marketing

- **Boynton Beach Insider Blog**
 - Making Progress: The Villages Celebrates Its Top Out Ceremony
 - The Mixer Cafe Now Open at Casa Costa in Boynton Beach
 - The Inn is OUT: Making Way for Future Revitalization on Boynton Beach Boulevard
 - Hour Cucina: Fueling Local Food Entrepreneurs in Eastern Boynton Beach
 - New Year, New You: Support Local While Prioritizing Your Health & Fitness
 - New Year, New Look: Let Your Business Glow Up in 2026!
 - Experience the Best of Mexico at Paloma Mexican Restaurant in Downtown Boynton Beach
- **Redevelopment Works Newsletter:**
 - Happy New Year
 - The Inn is Out: Making Way for Future Revitalizations
 - The Villages Making Progress with Top Out Ceremony
 - New Year, New Look: Let Your Business Glow Up

- Coastal Cruiser
- Restaurant Bootcamp
- Candlelight Concert
- The Mixer Cafe
- New Year, New You: Supporting Local Health & Wellness
- Hour Cucina
- Boynton Harbor Marina
- Holiday Boat Parade Recap Video
- Public Meetings

See Attachment I for an overview of social media post in January and Attachment II for a full listing of posts that were shared in January.

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 - January Social Media Overview](#)
- [Attachment II - January Facebook & Instagram Posts](#)