



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: August 12, 2025

INFORMATION ONLY

AGENDA ITEM 8.E

SUBJECT:

Social Media & Print Marketing Update

SUMMARY:

Throughout the month of July, 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
 - Commercial Business Grant Program
 - Boynton Harbor Marina
 - About the BBCRA video
- **Business Promotional Posts:** Utilized Facebook and Instagram feed and stories to promote a variety of businesses, such as:
 - ArtSea Living
 - Sir Cutz
 - Nicholson Muir Meats
 - Fran's Sew & So
 - Florida Tackle Company
- **Business Promotional Events**
 - Boynton Beach Night Market
 - Rock the Plaza at Ocean Plaza

Digital Marketing

- **Blog Posts:** Promoted the following blogs on BoyntonBeachInsider.com:
 - [Driftwood - Boynton Beach's Not-So-Hidden Gem](#)
 - [Nicholson Muir Meats - Small Cottage, Bold Michelin Flavors](#)
 - [Custom Fits & Unique Finds: Meet Paola of Fran's Sew N So & Dry Cleaning in Boynton Beach](#)
 - [Now Open in Boynton Beach: Boynton Beach Dentistry](#)
 - [Revitalizing Boynton Beach: How the BBCRA Is Transforming Our Community](#)
 - [BBCRA Co-Hosts Heart of Boynton Village Tour with County Officials](#)
 - [Workforce Housing Progress Underway in the Cottage District](#)
 - [ALOHA, BOYNTON! The Boynton Beach Night Market is Back!](#)

- [Experience the Magic of Summer at the Boynton Beach Night Market!](#)
- **Redevelopment Works Newsletter:**
 - Building a Better Boynton Beach - Together
 - Cottage District Groundbreaking
 - Budget Discussions
 - PBC County Tour
 - Cottage District
 - Boynton Beach Dentistry
 - Driftwood
 - Eco-Friendly Cruising
 - Marina Summer Hours
 - Fran's Sew & So
 - Nicholson Muir Meats
 - Independence Day
 - Boynton Beach Night Market
 - Board Meetings

Print Marketing

- A quarter-page ad was published in the Coastal Angler to promote the Boynton Harbor Marina.

See Attachment I for an overview of the social media and print marketing in July, and Attachment II for a full listing of the Facebook and Instagram posts that were shared.

FISCAL IMPACT:

FY 2024-2025 Budget, General Fund, Line Item 01-57400-216 - \$225

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 - July Marketing & Social Media Overview |
| • | Attachment II - July Facebook and Instagram Posts |