



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: May 13, 2025

CRA PROJECTS IN PROGRESS

AGENDA ITEM 16.E

SUBJECT:

Rock the Plaza at Ocean Palm Plaza Recap

SUMMARY:

On May 3, 2025, the BBCRA hosted *Rock the Plaza* at the Ocean Palm Plaza property, located at 1550 - 1600 N. Federal Highway.

The free business promotional activation provided a spotlight of the businesses located within Ocean Palm Plaza.

The promotion featured live music from the band Spider Cherry, family-friendly activities, special promotions and offers to encourage attendees to shop local and support the businesses located within the plaza, information about BBCRA funded redevelopment projects, and the following Boynton Beach Bucks promotions:

- \$5 off at [The Seed](#)
- \$10 off a [JKen Boutique](#)
- \$20 off any purchase at [Armenia](#)
- \$20 off a service at [Shiny Touch Nail Salon](#)

In an effort to engage the community and obtain demographic information, event patrons were encouraged to complete a short feedback survey. A total of 38 digital survey responses (see Attachment I) were collected, indicating the following:

- Are you a Boynton Beach resident?
 - Yes - 84.2%
 - No - 15.8%
- Have you dined at Ocean Palm Plaza before this event? If so, please select all the restaurants that you have previously visited.
 - Alfa Pizzeria - 34.2%
 - The Seed - 15.8%
 - Bon Zouti - 5.3%
 - Armenia - 18.4%
 - None - 47.4%

- Have you ever visited any of the Ocean Palm Plaza salons? Please select all that apply.
 - Five Star Beauty Spa - 2.6%
 - Shiny Touch Nail Salon - 10.5%
 - None - 81.6%
- Have you ever visited any other Ocean Palm Plaza business? Please select all that apply.
 - Americlean Dry Cleaner - 2.6%
 - Boost Mobile - 10.5%
 - Boynton Wine & Spirits - 26.3%
 - Convenient Store - 15.8%
 - Florida Tackle Company - 5.3%
 - JKen Boutique - 2.6%
 - Metro PCS - 15.8%
 - Royal Beauty Supply - 0%
 - Tornado Smoke Shop - 2.6%
 - Wavemax Laundry - 5.3%
 - Zala Multi-Services - 0%
 - None - 44.7%

MARKETING RECAP

Coastal Star - A quarter-page ad was published in the Coastal Star to promote the event. The Coastal Star newspaper serves the eastern community of Hypoluxo Island, South Palm Beach, Manalapan, Ocean Ridge, Briny Breezes, Gulf Stream and coastal Delray which reaches out to that specific demographic (see Exhibit A). Cost: \$525

Neighborhood News - A full-page ad was featured in the Neighborhood News to promote the event. The Neighborhood News publication is a great way to reach out to the western Boynton Beach communities. The publication is mailed to 17,500 homes/clubhouses, with over 10,000 additional subscribers that read the digital edition online and on Facebook (see Exhibit B). Cost: \$465

Posters - A promotional poster was created and distributed to various locations throughout Boynton Beach, including City of Boynton Beach facilities and local businesses (see Exhibit C). Cost: \$87.50

Social Media - The Boynton Beach CRA social media platforms were utilized to promote a variety of paid and organic social media marketing initiatives (see Exhibit D). Cost: \$750

Street Signs - Eight (8) custom street signs were designed and installed at various locations throughout Boynton Beach to promote the event (see Exhibit E). Cost: \$1,450

Blog - A blog to promote the various aspects of the event was published to the BBCRA's Boynton Beach Insider blog (see Exhibit F). Cost: \$0

Billboard - A graphic was displayed on the billboard located on I-95 and Gateway Boulevard to promote the event (see Exhibit G). Cost: \$0

FISCAL IMPACT:

FY 2024 - 2025 Budget, Project Fund, Line Item 02-58500-480 - \$30,000

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 - Rock the Plaza at Ocean Palm Plaza Survey Responses](#)
- [Exhibits A - G](#)