



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: February 11, 2025

CRA PROJECTS IN PROGRESS

AGENDA ITEM 16.A

SUBJECT:

Social Media & Print Marketing Update

SUMMARY:

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

Social Media Marketing

- **BBCRA Project Posts:**
 - Coastal Cruiser by Circuit
 - MLK Jr. Blvd. Entry Feature Project
- **Business Promotional Posts:** Utilized Facebook and Instagram feed and stories to promote a variety of businesses, such as:
 - Chip's Ahoy, Johnny Mangos, and Paloma
- **Promotional Events**
 - Ribbon Cuttings for Trilogy Fitness, The Ark, and Gandhi Health & Wellness

Digital Marketing

- **Blog Posts:** Promoted the following blogs on BoyntonBeachInsider.com:
 - [Exciting new projects and initiatives planned for 2025!](#) ,
 - [Your Input Matters! Help us Transform the MLK Corridor](#)
 - [Discover Boynton Beach with the Coastal Cruiser's Expanded Route](#)
 - [Transform Your Home with Design Stop's Expert Design and Remodeling Team](#)
 - [New Businesses, New Year!](#)
 - [Gandhi Health & Wellness](#)
 - [Spectrum Innovation Studios](#)
- **Redevelopment Works Newsletter:**
 - 2025 Projects & Initiatives
 - MLK Jr. Blvd. Entry Feature Project Survey
 - Gandhi Health & Wellness
 - Spectrum Studios
 - Coastal Cruiser

- Boynton Harbor Marina
- Design Stop
- New Business Openings

Print Marketing

- Ads were published in the Coastal Angler and Florida Sports Fishing magazines to promote the Boynton Harbor Marina.

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

FISCAL IMPACT:

FY 2024-2025 Budget, Project Fund, Line Item 02-58500-480 \$150

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

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