



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: August 12, 2025

INFORMATION ONLY

AGENDA ITEM 8.F

SUBJECT:

Boynton Beach Night Market Recap

SUMMARY:

EVENT RECAP

On July 25th and July 26th, the BBCRA hosted the 5th Annual Boynton Beach Night Market in Downtown Boynton Beach at the Centennial Park & Amphitheater.

The free business promotional activation attracted thousands of attendees to the Downtown core, and featured a market of food, retail, artisan, and professional service providers who exhibited their goods and services. Event attendees were encouraged to enjoy the festivities, stroll the avenue and green space, and to shop with the participating vendors. In addition to the vendors, this family-friendly event also featured fun games and activities and live music from the bands Girlfriend Material, Havoc 305, Roots Shakedown, and Spred the Dub, as well as hula, aerial art, and fire knife dancer performances.

In total, seventy-nine (79) businesses submitted a vendor application, including the following sixteen (16) BBCRA area businesses:

- A Taste of Africa
- Alchemy
- Beach House Boutique
- Boynton Beach Dentistry
- Common Grounds
- DIY Frozen Yogurt
- House of Skin
- Jken Boutique
- Ocean Ave Timeless Closet
- Paloma Mexican Restaurant
- Rusty's Carib Cuisine
- The Ark Dog Grooming Services
- The Boardwalk Italian Ice & Creamery
- Tiki Taxi and Cruises
- Trilogy Fitness MMA
- Tropical Smoothie Cafe

Following the event, a survey was sent to the participating businesses to determine their feedback regarding how participating at the event impacted their business. Results TBA.

In an effort to engage the community and obtain demographic information, during the event, patrons were encouraged to complete a short feedback survey to spin the wheel of luck, which provided opportunities to win gift certificates to the participating businesses or BBCRA branded promotional items (see Attachment I - Attendee Feedback Survey Results).

MARKETING RECAP

Atlantic Current – A social media package consisting of a preview article on the Atlantic Current website, posts on the @atlanticcurrent feed and story, and paid ad on the publication's Instagram & Facebook to promote the Night Market (see Exhibit A). Cost: \$1,000

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 B). Cost: \$525

Funfare Magazine – A full-page ad was published in the summer issue of the Funfare magazine to promote the event (see Exhibit C). Cost: \$0

Sun Sentinel - An ad was published in the Sun Sentinel to promote the event. The Sun Sentinel is a community newspaper that shares comprehensive neighborhood news, related to city government, business and real estate, sports, and events (see Exhibit D). Cost: \$504

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 E) Cost: \$465

Posters – A promotional poster for the event was created and distributed to various locations throughout Boynton Beach, including City of Boynton Beach facilities and local businesses (see Exhibit F). Cost: \$148

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 G). Cost: \$1,500

Street Signs – Nine (9) custom street signs were designed and installed at various locations throughout Boynton Beach to promote the event (see Exhibit H). Cost: \$1,815

Billboard – The event was promoted on the billboards located on I-95 at Gateway Boulevard and 10th Avenue (see Exhibit I). Cost: \$1,295

Blog – Two (2) blogs were published to the Boynton Beach Insider to promote the various aspects of the event (see Exhibit J). Cost \$0

Munchkin Fun - A digital ad package that consists of newsletter feature, website highlight, and social media post to promote the Night Market (see Exhibit K). Cost: \$300

Pure Honey - A 5x5 print ad was published in the July issue to promote the Night Market (see Exhibit L). Cost: \$600

FISCAL IMPACT:

FY 2024-2025 Budget, Project Fund, Line Item 02-58500-480 \$130,000

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 - Attendee Feedback Survey Results](#)
- [Exhibits A - L](#)