



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: March 9, 2026 INFORMATION ONLY

AGENDA ITEM 8.B

SUBJECT:

Social Media & Print Marketing Update

SUMMARY:

Throughout the month of February, 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:**
 - East Boynton Beach Boulevard Extension Streetscape
 - Boynton Harbor Marina
 - Community Input Survey - Redevelopment of West Boynton Beach Boulevard
 - The Dune Groundbreaking
- **Business Promotional Posts:** Utilized Facebook and Instagram feed and stories to promote a variety of businesses, such as:
 - Cafe Frankie's
 - Sweetwater
 - The Bungalow
 - Tiki Taxi

Digital Marketing

- **Boynton Beach Insider Blog**
 - [Second Rodeo: From Morning Coffee to Midnight Cocktails](#)
 - [Quality Time Starts Here: Boynton Beach's Family-Owned Pool Experts](#)
 - [Reel News: Florida Tackle Company Expands to Harvey E. Oyer Jr. Park](#)
 - [Love Local: Your Ultimate Boynton Beach Valentine's Day Guide](#)
 - [From Groundbreaking to Homecomings: The Cottage District Welcomes its First Residents](#)
- **Redevelopment Works Newsletter:**
 - The Cottage District Welcomes Its First Residents
 - Revitalizing Boynton Beach
 - Presidents' Day Office Closure
 - Coastal Cruiser
 - Your Ultimate Boynton Beach Valentine's Day Guide
 - Florida Tackle Company
 - Hope Pool & Spa

- Second Rodeo
- Boynton Harbor Marina
- Public Meetings

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

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