



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: April 8, 2025

CRA PROJECTS IN PROGRESS

AGENDA ITEM 16.D

SUBJECT:

Boynton Beach Spring Market Recap

SUMMARY:

EVENT RECAP

On Saturday, March 29, 2025, the BBCRA hosted the Boynton Beach Spring Market in Downtown Boynton Beach at the Centennial Park & Amphitheater.

The free business promotional event featured a variety 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 Paul Anthony and the Reggae Souljahs and The Resolvers.

In total, sixty-one (61) vendors participated at the event, including the following ten (10) BBCRA area businesses:

- Café Frankie's
- JKEN Boutique
- The Boardwalk Italian Ice & Creamery
- Azaka Market
- Trilogy Fitness & MMA
- Common Grounds
- The Ark Dog Grooming
- Rusty's Carib Cuisine
- Josie's Ristorante
- Smooth Your Wax Studio

Attendees were encouraged to participate in the word hunt, which placed them in direct contact with BBCRA businesses for a chance to win a prize pack of gift certificates to the participating businesses, with one grand prize winner received a Huffy Beach Cruiser.

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. There were 136 survey responses (see Attachment I).

Photos from the Spring Market can be viewed on the [BBCRA Flickr Page](#).

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

Poster – 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 C). Cost: \$84.50

Pure Honey - A 5x5 ad was featured in Pure Honey Magazine (see Exhibit D). Cost: \$600

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 E). Cost: \$2,000

Street Signs – Twelve (12) custom street signs were designed and installed at various locations throughout Boynton Beach to promote the event (see Exhibit F). Cost: \$2,200

Billboard – The event was promoted on the billboard located on I-95 and Gateway Boulevard (Exhibit G). Cost: \$0

Blog – Two blogs ([Shop Local at the Boynton Beach Spring Market](#) & [Get Ready for the Boynton Beach Spring Market - A showcase of Local Businesses](#)) to promote the various aspects of the event were published to the BBCRA's Boynton Beach Insider Blog (Exhibit H). Cost \$0

E-Blast – A [promotional email](#) was sent to the BBCRA subscriber list and to all City staff to promote the market (Exhibit I). Cost: \$0

FISCAL IMPACT:

FY 2024-2025 Budget, Project Fund, Line Item 02-58500-480 \$65,000

CRA PLAN/PROJECT/PROGRAM:

2016 Boynton Beach Community Redevelopment Plan

CRA BOARD OPTIONS:

No action is required from the CRA Board at this time.

ATTACHMENTS:

Description

- Attachment I - Spring Market Survey Results
- EXHIBIT A-I