



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: July 8, 2025

INFORMATION ONLY

AGENDA ITEM 8.K

SUBJECT:

Rock the Plaza at One Boynton Recap

SUMMARY:

EVENT RECAP

On Thursday, June 26th, the BBCRA hosted the final *Rock the Plaza* event of the season at the One Boynton property. The business promotional event featured live music from the band Girlfriend Material and family friendly activities.

The activation focused on spotlighting the plaza as well as the retail merchants located at One Boynton. Plaza businesses were encouraged to participate with an outdoor tent display and to provide special offers and/or branded giveaways to event patrons. The following businesses exhibited outside during the event: Topsy Salon, Stretch Zone, Dentology, Mancave for Men, and Soulvaki Fast. In an effort to further promote plaza businesses, complimentary samples were provided at the Sample Station. Attendees had the opportunity to take advantage of custom Boynton Beach Bucks deals so that they could support the participating plaza businesses. Exclusive Boynton Beach Bucks deals included:

- Hip Hip Furray - \$10 off a service
- Topsy Salonbar - \$50 off a service
- Stretch Zone - \$50 off a \$85 drop in session
- Kabuki - \$10 off a purchase
- Soulvaki Fast - \$5 off a \$20 purchase | \$10 off a \$40 purchase
- Mancave for Men - \$10 off any purchase | \$20 off any purchase

Additionally, event patrons were encouraged to play Business Bingo, which encouraged them to visit each of the participating businesses (Kabuki, Mancave, Soulvaki Fast, Stretch Zone, and Topsy) for a chance to win a \$100 gift card to Common Grounds.

CRA event staff elicited feedback from plaza merchants through a survey that was distributed via email after the event. Results are TBD. Additionally, patrons were asked to complete a short feedback survey during the event. There were a total of 99 respondents. Survey results can be viewed on Attachment I.

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 - One 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: \$1,500

Street Signs - Custom street signs were designed and installed at various locations throughout Boynton Beach to promote the event (see Exhibit E). Cost: \$1,265

Blog - A blog was published to the [Boynton Beach Insider](#) to promote the event (see Exhibit F). Cost - \$0

Billboard - The event was promoted on the billboard located on I-95 and Gateway Boulevard (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 from the CRA Board at this time.

ATTACHMENTS:

Description

- [Attachment I - Survey Results](#)
- [Exhibits A - G](#)