



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: February 10, 2026

CONSENT AGENDA

AGENDA ITEM 11.N

SUBJECT:

Approval of the Commercial Business Marketing Grant Program in the amount of \$2,500 to Shiny Touch Nails located in Ocean Palm Plaza at 1550 N. Federal Highway, #15, Boynton Beach, FL 33435

SUMMARY:

The BBCRA's Commercial Business Marketing Grant Program is designed to provide financial assistance to businesses located within the BBCRA area in the form of a reimbursable grant intended to offset the costs of marketing and branding initiatives that help businesses grow and expand their reach to the local community and desired target demographics in accordance with the BBCRA Community Redevelopment Plan. The program offers financial assistance to eligible commercial businesses in the form of a \$2,500 reimbursable grant for eligible marketing or advertising expenses.

BUSINESS OVERVIEW

CRA staff has received a completed grant application from Shiny Touch Nails located in Ocean Palm Plaza at 1550 N. Federal Highway, #15, Boynton Beach, FL 33435 (see Attachment I).

Shiny Touch Nails is a locally-owned business that has a mission to beautify the appearance of their clients' nails.

DEMONSTRATED NEED FOR MARKETING ASSISTANCE

- Target Market Challenges

MARKETING OBJECTIVES

- To reach target market
- To promote business online

REQUESTED USE OF FUNDS

If approved, the applicant is eligible to receive a maximum grant of \$2,500 in reimbursable funding for the desired marketing campaign to include:

- Content Marketing
- Outdoor Advertising
- Signage and Banners

- Print Collateral

See Attachment II for overview of Marketing Grant Request.

FISCAL IMPACT:

FY 2025-2026 Budget Project Fund, Line Item 02-58400-445, \$2,500 for Commercial Business Marketing Grant

CRA PLAN/PROJECT/PROGRAM:

2016 Boynton Beach Community Redevelopment Plan

CRA BOARD OPTIONS:

Approval of Commercial Business Marketing Grant in the amount of \$2,500 to Shiny Touch Nails located in Ocean Palm Plaza at 1550 N. Federal Highway, #15, Boynton Beach, FL 33435

ATTACHMENTS:

Description

- [Attachment I - Application](#)
- [Attachment II - Marketing Grant Request](#)