



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: April 8, 2025

CONSENT AGENDA

AGENDA ITEM 11.F

SUBJECT:

Approval of the Commercial Business Marketing Grant Program in the amount of \$2,500 to Bailey's Blendz located in Ocean Palm Plaza at 640 East Ocean Avenue, Unit 16, 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 Bailey's Blendz located in Ocean Palm Plaza at 640 East Ocean Avenue, Unit 16, Boynton Beach, FL 33435 (see Attachment I).

Bailey's Blendz has a mission to provide delicious and nourishing acai and pitaya bowls, smoothies, and premium coffee. They are committed to offering fresh, high-quality ingredients that support a healthy and balanced lifestyle, while creating a welcoming space for both locals and visitors to enjoy.

DEMONSTRATED NEED FOR MARKETING ASSISTANCE

- Poor Online Presence or Engagement

MARKETING OBJECTIVES

- Increase brand awareness
- Increase social media following and engagement

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:

- Instagram Ads
- Google Ads
- Influencer Partnerships
- Printing Costs
- Mailing Services
- Graphic Design Company

See Attachment II for overview of Marketing Grant Request.

FISCAL IMPACT:

FY 2024-2025 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 a Commercial Business Grant Program in the Amount of \$2,500 to Bailey's Blendz located in Ocean Palm Plaza at 640 East Ocean Avenue, Unit 16, Boynton Beach, FL 33435.

ATTACHMENTS:

Description

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