



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: April 8, 2025

CRA PROJECTS IN PROGRESS

AGENDA ITEM 16.C

SUBJECT:

Social Media & Print Marketing Update

SUMMARY:

Throughout the month of March, a variety of marketing efforts were made to promote various BBCRA initiatives and projects, as well as, a variety of local businesses that operate within the BBCRA area.

Social Media Marketing

- **BBCRA Project Posts:**
 - BBCRA Annual Report
 - Boynton Harbor Marina
 - Coastal Cruiser
- **Business Promotional Posts:** Utilized Facebook and Instagram feed and stories to promote a variety of businesses, such as:
 - Armenia
 - Beach House Boutique
 - Seamist III
- **Promotional Events**
 - Ribbon Cutting Nails & Co.
 - Boynton Beach Spring Market
 - Earth Month

Digital Marketing

- **Blog Posts:** Promoted the following blogs on BoyntonBeachInsider.com:
 - [Shop Local at the Boynton Beach Spring Market](#)
 - [Get Ready for the Boynton Beach Spring Market - A Showcase of Local Businesses](#)
 - [BBCRA Celebrates Government Finance Professionals Week and Honors Finance Team](#)
 - [Relax & Unwind: Nails & Co. Salon and Spa Now Open in Boynton Beach!](#)
 - [4 Reel Services: Your Local Fishing Reel Repair & Parts Supplier](#)
 - [Custom Truss: Decades of Excellence in Wooden Truss Manufacturing](#)
- **Redevelopment Works Newsletter:**

- Boynton Beach Spring Market
- MLK Entry Feature Project
- Heart of Boynton Shops
- Public Input Request - The Andrew's House
- Boynton Harbor Marina - Spotlight on Boat Rentals
- Coastal Cruiser
- Finance Department Spotlight
- Spring Market Vendor Opportunity
- Custom Truss
- 4 Reel Services
- Nails & Co

Print & Paid Marketing

- A full-page ad was published in the Coastal Angler to promote the Marina in the Palm Beach International Boat Show issue.

See Attachment I for an overview of the social media and print marketing in March, and Attachment II for a full listing of the Facebook and Instagram posts that were shared.

FISCAL IMPACT:

FY 2024-2025 Budget, General Fund, Line Item 01-57400-216 \$850

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 - March Marketing & Social Media Overview](#)
- [Attachment II - March - Facebook and Instagram Posts](#)