



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: May 13, 2025

CRA PROJECTS IN PROGRESS

AGENDA ITEM 16.D

SUBJECT:

Social Media & Print Marketing Update

SUMMARY:

Throughout the month of April, 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:**
 - Save our CRAs - Call to Action for HB991 & SB1242
 - Coastal Cruiser
- **Business Promotional Posts:** Utilized Facebook and Instagram feed and stories to promote a variety of businesses, such as:
 - Alchemy Eco Salon
 - Nicholson Muir
 - Rok Prime BBQ
- **Promotional Events**
 - Rock the Plaza
 - Earth Month Celebration

Digital Marketing

- **Blog Posts:** Promoted the following blogs on BoyntonBeachInsider.com:
 - [Local Tax Professionals](#)
 - [Get the Help You Deserve with Property Damage Consultants](#)
 - [Crown Beauty Brings European Skincare to Boynton Beach](#)
 - [South Florida Marine: Your Ultimate Boating Destination](#)
- **Redevelopment Works Newsletter:**
 - Save our CRAs - Call to Action for SB1242 & HB991
 - Introduction for Board Chair Shelton
 - FY 2023-2024 Annual Report
 - It's Tax Time
 - Eco-Friendly Cruising with Coastal Cruiser
 - The Barber Republic

- Property Damage Consultants
- The Crown
- South Florida Marine
- Boynton Harbor Marina
- Earth Month Celebration

Print & Paid Marketing

- A quarter-page ad was published in the Coastal Angler to promote the Boynton Harbor Marina.

See Attachment I for an overview of the social media and print marketing in April, 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 - April Marketing & Social Media Overview](#)
- [Attachment II - April - Facebook and Instagram Posts](#)