



## COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: July 8, 2025

### INFORMATION ONLY

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#### AGENDA ITEM 8.G

##### **SUBJECT:**

Social Media & Print Marketing Update

##### **SUMMARY:**

Throughout the months of May and June, 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:**
  - Coastal Cruiser
  - Heart of Boynton Village Shops
  - Boynton Harbor Marina
  - The Villages
- **Business Promotional Posts:** Utilized Facebook and Instagram feed and stories to promote a variety of businesses, such as:
  - ArtSea Living Studio
  - Gandhi Health & Wellness
  - Ocean Palm Plaza
  - The Bungalow
  - Ace Hardware
  - Bailey's Blendz
  - Boynton Beach Boat Rental
  - Bungalow
  - Picnics in Paradise
- **Business Promotional Events**
  - Rock the Plaza at One Boynton
  - Rock the Marina
  - Marina Month

##### **Digital Marketing**

- **Blog Posts:** Promoted the following blogs on [BoyntonBeachInsider.com](http://BoyntonBeachInsider.com):
  - May
    - [10 Ways the BBCRA is Building a Stronger Economic Future for Boynton Beach In Celebration of 2025 Economic Development Week - May 12-16](#)

- Revitalizing Boynton Beach: The Impact of the Boynton Beach CRA
  - Heart of Boynton Shops
  - Support Local & Spoil Mom: 10 Gift Ideas from Boynton Beach Businesses
  - The Weather's Warming Up - And So is the Fun at Boynton Harbor Marina
- June
  - The Villages Breaks Ground in Downtown Boynton Beach
  - Exciting Progress on the Town Square Project
  - Bubbles, Sip, Beauty, Repeat at Topsy Salonbar
  - Discover an authentic Tuscan dining experience in Boynton Beach
  - Second Rodeo Brings Creative Americana and Late Night Vibes to Downtown Boynton Beach
  - Marina Café Boynton: A Breezy Bite by the Water
  - Rock the Marina: A High-Energy Waterfront Celebration You Don't Want to Miss
- **Redevelopment Works Newsletter:**
  - May
    - Revitalizing Boynton Beach: The Impact of the BBCRA
    - Economic Development Week
    - Honor Our Heroes - Happy Memorial Day
    - Celebrate Mom in Boynton Beach
    - Heart of Boynton Shops
    - Coastal Cruiser
    - Cottage District
    - Boynton Harbor Marina
    - Save the Date - Rock the Marina
    - Rock the Plaza at Ocean Palm Plaza
  - June
    - The Villages
    - Town Square
    - Job Fair
    - Marina Month
    - Topsy
    - Baciarni
    - Juneteenth
    - Coastal Cruiser
    - Second Rodeo
    - Marina Cafe
    - Rock the Marina
    - Rock the Plaza

### **Print & Paid Marketing**

- Two quarter-page ads were published in the Coastal Angler to promote the Boynton Harbor Marina.
- A quarter-page ad was published in the Florida Sport Fishing to promote the Boynton Harbor Marina.
- A quarter-page ad was published in the Marinalife magazine to promote the Boynton Harbor Marina.
- Updated digital listing on [Waterway Guide website](#) for Boynton Harbor Marina.
- A Native ad on [ThePalmBeaches.com](#) that is set to run May 1st - August 31st.

See Attachment I for an overview of the social media and print marketing in May and June, 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 - \$4,657.95

**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.

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**ATTACHMENTS:**

**Description**

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