



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: December 9, 2025

INFORMATION ONLY

AGENDA ITEM 8.B

SUBJECT:

Social Media & Print Marketing Update

SUMMARY:

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

Social Media Marketing

- **BBCRA Project Posts:**
 - Sara Sims Park
 - The Inn
 - Boynton Harbor Marina
- **Business Promotional Posts:** Utilized Facebook and Instagram feed and stories to promote a variety of businesses, such as:
 - Artsea Living Boutique
 - Beach House Boutique
 - Bond Street
 - The Bungalow
- **Business Promotional Activations**
 - Snapshots with Santa
 - Holiday Boat Parade

Digital Marketing

- **Boynton Beach Insider Blog**
 - [Redevelopment in Progress: The Inn at Boynton Beach Slated for Demolition](#)
 - [Eastern Boynton Beach Toured During FRA Conference](#)
 - [The Weather is Here - Dock & Dine in Boynton Beach](#)
 - [Shop Local This Thanksgiving in Boynton Beach](#)
 - [Get Your Car Holiday Ready While Supporting Local Boynton Beach Businesses](#)
- **Redevelopment Works Newsletter:**
 - The Inn at Boynton Beach Slated for Demolition
 - Happy Veterans Day
 - Grant Funding Available
 - Eastern Boynton Beach Toured During FRA Conference

- The Weather is Here - Dock & Dine in Boynton Beach
- Happy Thanksgiving
- Coastal Cruiser
- Shop Local This Thanksgiving in Boynton Beach
- Get Your Car Holiday Ready While Supporting Local
- Holiday Boat Parade - Calling All Captains
- Public Meetings

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

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