



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: September 9, 2025

INFORMATION ONLY

AGENDA ITEM 8.D

SUBJECT:

Social Media & Print Marketing Update

SUMMARY:

Throughout the month of August, 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:**
 - Cottage District
- **Business Promotional Posts:** Utilized Facebook and Instagram feed and stories to promote a variety of businesses, such as:
 - Scuba Diving Charters at Boynton Harbor Marina
 - DIY Frozen Yogurt
 - Ocean Avenue Timeless Closet
 - Showcase of Ocean Plaza Businesses
- **Business Promotional Events**
 - Rock the Plaza at Ocean Plaza
 - Bon Appetit Boynton Beach
 - Ribbon Cutting for Boynton Beach Dentistry

Digital Marketing

- **Blog Posts:** Promoted the following blogs on BoyntonBeachInsider.com:
 - [BBCRA Celebrates Groundbreaking of The Cottage District Workforce Housing Community](#)
 - [Now Open in Boynton Beach: Boynton Beach Dentistry](#)
 - [DIY Frozen Yogurt is Back & Better Than Ever Under New Ownership!](#)
 - [Black Klover Kava: Come Where You Are Celebrated](#)
 - [Dive Into the Giant Gathering: Goliath Grouper Season in Boynton Beach](#)
 - [Furniture Medic: Restoring Beauty, One Piece at a Time](#)
 - [Find Your Fashion Faves at Ocean Ave Timeless Closet](#)
 - [Rock the Plaza at Ocean Plaza - An Afternoon of Music, Local Flavor & Family Fun!](#)
- **Redevelopment Works Newsletter:**
 - Cottage District Groundbreaking

- Cottage District Affordable Housing Opportunity
- Budget Discussions
- Grand Opening & Ribbon Cutting for Boynton Beach Dentistry
- DIY Frozen Yogurt
- Black Klover Kava
- Eco-Friendly Cruising
- Goliath Grouper Season
- Furniture Medic
- Ocean Avenue Timeless Closet
- Rock the Plaza
- Board Meetings

Print 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 August, 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 - \$225

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