



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: March 20, 2025

CRA PROJECTS IN PROGRESS

AGENDA ITEM 16.C

SUBJECT:

Social Media & Print Marketing Update

SUMMARY:

Throughout the month of February, 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 by Circuit
 - Andrew's House
 - Cottage District
- **Business Promotional Posts:** Utilized Facebook and Instagram feed and stories to promote a variety of businesses, such as:
 - 4 Reel Services
 - Armenia
 - Custom Truss
 - Nails & Co.
- **Promotional Events**
 - Ribbon Cuttings for: Design Stop, Nails & Co., and Paloma
 - Boynton Beach Spring Market

Digital Marketing

- **Blog Posts:** Promoted the following blogs on BoyntonBeachInsider.com:
 - [Dirt is on the move for the Cottage District Project](#)
 - [10 Unique Valentine's Experiences in Boynton Beach](#)
 - [The Bungalow Bar & Grill: The New Hangout Spot in Boynton Beach](#)
 - [Savor Handcrafted Mexican Flavors at Paloma Restaurant](#)
 - [Bloom with Love This Valentine's Day at The Blossom Shoppe Florist](#)
- **Redevelopment Works Newsletter:**
 - Love is in the air in Boynton Beach - Shopping Local for Valentine's Day
 - Cottage District Project Update

- Boynton Harbor Marina
- Coastal Cruiser
- Kinetic Art Experience
- The Blossom Shoppe
- Paloma
- The Bungalow

Print & Paid Marketing

- A quarter-page ad was published in the Coastal Angler to promote the Marina.
- A half-page ad was published in the Spring issue of Marinalife to promote the Marina.
- A social media post was shared to the Marinalife Instagram and Facebook to promote the Marina.

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

FISCAL IMPACT:

FY 2024-2025 Budget, Project Fund, Line Item 02-58500-480 \$150

FY 2024-2025 Budget, General Fund, Line Item 01-57400-216 \$2,715

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 - February Social Media Overview](#)
- [Attachment II - Facebook and Instagram Posts](#)