



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: September 9, 2025

INFORMATION ONLY

AGENDA ITEM 8.E

SUBJECT:

Rock the Plaza at Ocean Plaza Recap

SUMMARY:

EVENT RECAP

On Saturday, August 16, 2025, the BBCRA hosted *Rock the Plaza* at the Ocean Plaza property, located at 640 E. Ocean Avenue.

The free business promotional event took place from 2:00 p.m. to 6:00 p.m., and provided a spotlight on the businesses that are located within the shopping plaza. The event featured live music from the band Rogue Theory, family-friendly activities, information about BBCRA funded redevelopment projects, and samples from plaza restaurants and eateries. Attendees were encouraged to play Business Word Hunt, which took them on a tour through the plaza to connect with the featured businesses, for a chance to win a prize pack of gift cards.

Additionally, the following Boynton Beach Bucks promotions were activated for the event:

- \$5 off a purchase at Cafe Frankie's
- \$5 off a purchase of \$10 or more at Bailey's Blendz
- \$10 off a purchase at Angel's Secret
- \$10 off a purchase of \$20 or more at Scheurer's Chocolate and Sushi Jo
- \$20 off any service at Alchemy Eco Salon

In an effort to engage the community and obtain demographic information, event patrons were encouraged to complete a short feedback survey. A total of 72 digital survey responses (see Attachment I) were collected, indicating some of the following results:

Are you a Boynton Beach resident?

- Yes - 77.5%
- No - 22.5%

Have you dined in Ocean Plaza before this event? If so, please select all the restaurants that you have previously visited.

- Bailey's Blendz - 13.9%
- Cafe Frankie's - 50%
- Sushi Jo - 36.1%

Were you aware of Boynton Beach CRA programs before this event?

- Yes - 41.7%
- No - 58.3%

Have you used the Coastal Cruiser rideshare before?

- Yes - 15.5%
- No - 84.5%

MARKETING RECAP

Coastal Star - A quarter-page ad was published in the Coastal Star to promote the event. The Coastal Star newspaper serves the eastern community of Hypoluxo Island, South Palm Beach, Manalapan, Ocean Ridge, Briny Breezes, Gulf Stream and coastal Delray which reaches out to that specific demographic (see Exhibit A). Cost: \$525

Neighborhood News - A full-page ad was featured in the Neighborhood News to promote the event. The Neighborhood News publication is a great way to reach out to the western Boynton Beach communities. The publication is mailed to 17,500 homes/clubhouses, with over 10,000 additional subscribers that read the digital edition online and on Facebook (see Exhibit B). Cost: \$465

Posters - A promotional poster was created and distributed to various locations throughout Boynton Beach, including City of Boynton Beach facilities and local businesses (see Exhibit C). Cost: \$128

Social Media - The Boynton Beach CRA social media platforms were utilized to promote a variety of paid and organic social media marketing initiatives. (see Exhibit D). Cost: \$1,500

Street Signs - Six (6) custom street signs were designed and installed at various locations throughout Boynton Beach to promote the event (see Exhibit E). Cost: \$1,265

Blog - A blog to promote the various aspects of the event was published to the BBCRA's Boynton Beach Insider blog (see Exhibit F). Cost: \$0

Billboard - A graphic was displayed on the billboard located on I-95 and Gateway Boulevard to promote the event (see Exhibit G). Cost: \$0

FISCAL IMPACT:

FY 2024 - 2025 Budget, Project Fund, Line Item 02-58500-480 - \$14,624 for the event and \$3,883 for marketing.

CRA PLAN/PROJECT/PROGRAM:

2016 Boynton Beach Community Redevelopment Plan

CRA BOARD OPTIONS:

No action is required from the CRA Board at this time.

ATTACHMENTS:

Description

- [Attachment I - Event Survey Results](#)
- [Exhibits A - G](#)