



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: July 8, 2025

INFORMATION ONLY

AGENDA ITEM 8.H

SUBJECT:

Social Media Outreach Program 2nd Quarter Report for FY 2024-2025 (January 2025 - March 2025)

SUMMARY:

The following is a list of the Social Media Outreach Program (SMOP) business development activities from January 1, 2025 to March 31, 2025 (see Attachment I):

- 92 Businesses are currently registered in the Social Media Outreach Program (126 have registered since program inception)
- 2 New businesses added during the 1st quarter
- 27 Businesses were contacted this quarter (contacts are done in-person, email, via phone, and via virtual platforms)

Social Media Outreach Program Elements

- One-on-one social media assistance with businesses has helped businesses to promote themselves and grow their following or connect employers with local talents (see Attachment II for examples of assistance for The Crown Spa, 4 Reel Services, Custom Truss, Johnny Mangos, Picnics in Paradise, Sweetwater, and Scheurer's Chocolate) with various social media platforms such as Google, Facebook, and Instagram.
- The Boynton Beach Insider Blog is ongoing to aid local businesses and the BBCRA with web search engine optimization (SEO) and to build awareness to the Boynton Beach community about local businesses and CRA projects and programs. The BBCRA has published the following (see Attachment III):
 - **1/31/25 Bloom With Love This Valentine's Day at The Blossom Shoppe Florist**
 - **1/31/25 Savor Handcrafted Mexican Flavors at Paloma Restaurant**
 - **1/31/25 The Bungalow Bar & Grill: The New Hangout Spot in Boynton Beach**
 - **1/31/25 10 Unique Valentine's Experiences in Boynton Beach**
 - **2/28/25 Set Sail into Sunshine: Rent a Boat at the Boynton Beach Harbor Marina**
 - **2/28/25 Custom Truss: Decades of Excellence in Wooden Truss Manufacturing**

- [2/28/25 4 Reel Services: Your Local Fishing Reel Repair & Parts Supplier](#)
- [2/28/25 Relax & Unwind: Nails & Co. Salon and Spa Now Open in Boynton Beach!](#)

This quarter, the Boynton Beach CRA's Social Media has consistently reached Boynton Beach community members, enabling businesses to reach potential clients if a connection is made with the CRA's platforms. Attachment IV contains examples of the top performing posts and all posting activities during this quarter. The results from this quarter indicate the BBCRA's social media platforms are still a useful marketing and promotional tool (see Attachment V).

- Facebook has interacted with 4,900 users this quarter
- Instagram interacted with 3,100 users this quarter

Upcoming Activities Include:

- Assist in implementing BBCRA Marketing Grant
- Develop new social media strategies to assist local businesses via the BBCRA social media channels
- Launch the 2025 Business Development Video Campaign and develop new strategies to reach a larger audience
- Continue the Boynton Beach Bucks campaign in conjunction with the BBCRA Business Promotions & Events Team
- Continue with one-on-one business assistance
- Continue updates of the CRA's business listing
- Coordinate with BBCRA Grants and Project Manager to promote the SMOP Program to prospective grant recipients
- Continue in-person business visits to spread awareness to businesses on BBCRA Resources, including upcoming construction activities associated with CRA projects such as Cottage District Infill Housing, and 115 N. Federal Highway Infill Mixed Use Redevelopment Projects.

FISCAL IMPACT:

FY 2022-2023 Budget, General Fund, Line Item 01-57400-100, \$146,167

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 - SMOP Biz Visited](#)
- [Attachment II - SMOP Assistance](#)
- [Attachment III - Blog](#)
- [Attachment IV - SM Posts](#)
- [Attachment V - Comparison](#)