



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: September 9, 2025

CONSENT AGENDA

AGENDA ITEM 11.K

SUBJECT:

Approval of the Commercial Business Marketing Grant Program in the amount of \$2,500 to South Florida Mastercraft, located at 725 N. Federal Highway, Boynton Beach, FL 33435

SUMMARY:

The BBCRA's Commercial Business Marketing Grant Program is designed to provide financial assistance to businesses located within the BBCRA area in the form of a reimbursable grant intended to offset the costs of marketing and branding initiatives that help businesses grow and expand their reach to the local community and desired target demographics in accordance with the BBCRA Community Redevelopment Plan. The program offers financial assistance to eligible commercial businesses in the form of a \$2,500 reimbursable grant for eligible marketing or advertising expenses.

BUSINESS OVERVIEW

CRA staff has received a completed grant application from South Florida Mastercraft located at 725 N. Federal Highway, Boynton Beach, FL 33435 (see Attachment I).

South Florida Marina is a full-service boat dealership with services and parts for Suzuki engines, all inboard boats, Mastercraft Day boats, and Pontoon and Tritoon boat. They are the Palm Beach Pontoon Boat Specialist. They are a dedicated team of trained professionals with the single goal of making customers for life! They are not just a boat dealership, they offer a way of life. Their customers return year after year, because when you purchase from them you not only become a customer, but you become part of their family. Their mission is to keep their customers happy and safe on the water.

DEMONSTRATED NEED FOR MARKETING ASSISTANCE

- Low Customer Awareness
- New or Expanding Product/Service Offerings
- Target Market Challenges

MARKETING OBJECTIVES

- Increase walk-in traffic

REQUESTED USE OF FUNDS

If approved, the applicant is eligible to receive a maximum grant of \$2,500 in reimbursable funding for the desired marketing campaign to include:

- Outdoor Marketing Flags
- Banners
- Billboard

See Attachment II for overview of Marketing Grant Request.

FISCAL IMPACT:

FY 2024-2025 Budget Project Fund, Line Item 02-58400-445, \$2,500 for Commercial Business Marketing Grant

CRA PLAN/PROJECT/PROGRAM:

2016 Boynton Beach Community Redevelopment Plan

CRA BOARD OPTIONS:

Approval of Commercial Business Marketing Grant in the amount of \$2,500 to South Florida Mastercraft, located at 725 N. Federal Highway.

ATTACHMENTS:

Description

- [Attachment I - Grant Application](#)
- [Attachment II - Marketing Grant Request](#)