



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: August 12, 2025

ANNOUNCEMENTS AND AWARDS

AGENDA ITEM 9.A

SUBJECT:

Rock the Plaza at Ocean Plaza on August 16, 2025 from 2:00 PM - 6:00 PM

SUMMARY:

On Saturday, August 16, 2025, the BBCRA will host *Rock the Plaza* at the Ocean Plaza property, which is located at 640 E. Ocean Avenue. Free parking will be available onsite and at 114 N. Federal Highway.

The free promotional activation, which will take place from 2:00 p.m. to 6:00 p.m., will spotlight the businesses that are located within the shopping plaza and feature live music from Rogue Theory Band.

Food and beverages will be available for purchase from the restaurants located within the plaza. Additionally, event goers will be able to take advantage of special Boynton Beach Bucks offers and sample select menu items from participating businesses throughout the afternoon.

To maximize customer outreach, BBCRA staff will also provide social media assistance to interested businesses in the plaza prior to the event to increase marketing and cross promotional opportunities.

Please see Attachment I for the branded promotional poster that will be distributed to businesses throughout the BBCRA area and at City of Boynton Beach municipal buildings.

FISCAL IMPACT:

FY 2024 - 2025 Budget, Project Fund, Line Item 02-58500-480 - \$30,000.

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 - Promotional Poster](#)