



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: February 11, 2025

CRA PROJECTS IN PROGRESS

AGENDA ITEM 16.B

SUBJECT:

Social Media Outreach Program 1st Quarter Report for FY 2024-2025 (October 2024 - December 2024)

SUMMARY:

The following is a list of the Social Media Outreach Program (SMOP) business development activities from October 1, 2024 to December 31, 2024 (see Attachment I):

- 90 Businesses are currently registered in the Social Media Outreach Program (124 have registered since program inception)
- 3 New businesses added during the 1st quarter
- 28 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 Blueheart Adult Day Care, Kabuki, Rok Prime Korean BBQ, Capt. Franks Seafood Market, Sweetwater, Prime Catch, Nicholson Muir Meats, and the Butcher and the Bar) 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):
 - [10/1/2024 Healing Heart Veterinary Clinic: Your Trusted Pet Care Provider](#)
 - [10/1/2024 Discover the Dining Gems at Boynton Harbor Marina](#)
 - [10/1/2024 In Boynton Beach we dance to a different tuna!](#)
 - [10/31/2024 Blueheart Adult Day Care Center](#)
 - [10/31/2024 Get Fit and Fierce: Discover Boynton Beach's Trilogy Fitness MMA](#)
 - [10/31/24 New Flavors to Savor in East Boynton Beach](#)
 - [12/5/2024 Shop Local This Holiday Season: Spread Cheer in Boynton Beach](#)
 - [12/5/2024 The BBCRA Welcomes Three Dynamic New Businesses](#)
 - [12/31/2024 Spectrum Innovations Studios](#)
 - [12/31/2024 Gandhi Health & Wellness](#)
 - [12/31/2024 New Year, New Businesses!](#)
 - [12/31/2024 Transform Your Home with Design Stop's Expert Design and](#)

Remodeling Team

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 8,100 users this quarter
- Instagram interacted with 2,600 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.pdf](#)
- [Attachment III - Blog](#)
- [Attachment IV - SM Posts](#)
- [Attachment V - Comparison](#)