



City of Boynton Beach Agenda Item Request Form

Meeting Date: 03/23/2026

Proposed Resolution No. R26-035- Approving two Small Business Marketing Grant Program Agreements between the City and Studio Toast and El Atico in the amount of \$2,500 each.

Requested Action: Staff recommends approval of Proposed Resolution No. R26-035.

Explanation of Request: The Small Business Marketing Grant Program was established to support local small businesses in improving the quality and effectiveness of their marketing strategies, enabling them to reach broader markets and enhance their competitive position. This grant provides up to \$2,500 per applicant to assist with eligible marketing initiatives aimed at fostering business growth and sustainability. The program operates on a reimbursement basis, requiring applicants to cover all costs upfront before receiving funding. Expenditures incurred prior to October 1, 2025, are not eligible for reimbursement. All eligible expenses must be completed and paid for prior to August 15, 2026. Applications were evaluated through a structured scoring process and the timing of submission to ensure fair and strategic allocation of funds. Approval of this item will enable the City to distribute grant funds, empowering small businesses to strengthen their marketing efforts and contribute to the economic vitality of Boynton Beach. Awarded Businesses- Studio Toast LLC and El Atico.

How will this affect city programs or services? Approval of these applicants will allow the City's Division of Economic Development to help local small businesses improve the quality and effectiveness of their marketing to help reach a broader market.

Budgeted Item: Yes

Account Line Item and Description: 001-2419-559.49-68 Economic Development Commercial Grant Program.

Fiscal Impact: The City has budgeted \$25,000 for the Small Business Marketing Grant Program in FY 24-25 via account 001-2419-559.49-68. Each eligible applicant will receive up to \$2,500 from those budgeted funds.

Attachments:

[R26-035 Agenda_Item_4308-2026_Resolution_for_Small_Business_Marketing_Grant.docx](#)
[Ex. A to Resolution - Marketing Grant Agreement_1_Studio Toast.pdf](#)
[Exhibit B Marketing Grant Agreement_1_El Atico_Signed.pdf](#)