



## **COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: July 8, 2025**

### **CONSENT AGENDA**

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#### **AGENDA ITEM 11.F**

##### **SUBJECT:**

Approval of the Commercial Business Marketing Grant Program in the amount of \$2,500 to Topsy Salonbar of Boynton Beach, located at 1515 S. 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 Topsy Salon of Boynton, LLC, located at 1515 S. Federal Highway, Boynton Beach, FL 33435 (see Attachment I).

Topsy Salon of Boynton is a full-service beauty destination offering expert nail care, pedicures, facials, lashes, and hair services in a welcoming, relaxing environment. They are committed to revitalizing their brand and expanding their reach by enhancing visibility, attracting new clients, and making their high-quality services more accessible despite their hidden location. Their goal is to be a trusted beauty hub that uplifts the community through confidence and care.

##### **DEMONSTRATED NEED FOR MARKETING ASSISTANCE**

- Declining Sales or Revenue
- Low Customer Awareness
- New or Expanding Product/Service Offerings
- Poor Online Presence or Engagement

##### **MARKETING OBJECTIVES**

- Attract new clients
- Promote new services that are being offered
- Promote brand to local community

## 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:

- Printed flyers and brochures
- Promotional items: stickers, beach ball, lanyard, buttons
- Facebook ad
- Google ad

See Attachment II for overview of Marketing Grant Request.

### FISCAL IMPACT:

F Y 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 Topsy Salonbar of Boynton Beach, located at 1515 S. Federal Highway, Boynton Beach, FL 33435.

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### ATTACHMENTS:

#### Description

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