



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING OF: July 8, 2025

INFORMATION ONLY

AGENDA ITEM 8.J

SUBJECT:

Rock the Marina Recap

SUMMARY:

ROCK THE MARINA RECAP

- The free business promotional event took place on June 7th from 2:00 PM to 7:00 PM at the Boynton Harbor Marina.
- The event featured live music from Paul Anthony & The Reggae Souljahs and a variety of family-friendly activities.
- Attendees were encouraged to dine or order takeout from the restaurants located at the Marina.
- Attendees were encouraged to visit with the exhibiting businesses, vendors, and community partners.
- Driftwood offered cooking demonstrations during the activation.
- A Lionfish Derby was promoted to activate the scuba diving charters at the Marina.
- A Fishing Extravaganza was promoted to activate the fishing charters at the Marina.
- Throughout the event Boynton Beach Bucks vouchers were distributed for the Marina Month promotion, which will run throughout the month of June.

MARKETING RECAP

Coastal Star - A quarter-page ad was published in the Coastal Star to promote the event. The Coastal Star newspaper serves the eastern community of Hypoluxo Island, South Palm Beach, Manalapan, Ocean Ridge, Briny Breezes, Gulf Stream and coastal Delray which reaches out to that specific demographic (see Exhibit A). Cost: \$525

Neighborhood News - One full-page ad was featured in the Neighborhood News to promote the event. The Neighborhood News publication is a great way to reach out to the western Boynton Beach communities. The publication is mailed to 17,500 homes/clubhouses, with over 10,000 additional subscribers that read the digital edition online and on Facebook (see Exhibit B). Cost: \$465

Posters - A promotional poster was created and distributed to various locations throughout Boynton Beach, including City of Boynton Beach facilities and local businesses (see Exhibit

C). Cost: \$87.50

Social Media - The Boynton Beach CRA social media platforms were utilized to promote a variety of paid and organic social media marketing initiatives (see Exhibit D). Cost: \$2,000

Street Signs - Custom street signs were designed and installed at various locations throughout Boynton Beach to promote the event (see Exhibit E). Cost: \$1,815

Billboard - The event was promoted on the billboard located on I-95 and Gateway Boulevard (Exhibit F). Cost: \$0

Blog - A informational blog was published to BoyntonBeachInsider.com and promoted via a paid social media ad (Exhibit G). Cost: \$250

FISCAL IMPACT:

FY 2024-2025 Budget, Project Fund, Line Item 02-58500-480 - \$50,000

CRA PLAN/PROJECT/PROGRAM:

2016 Boynton Beach Community Redevelopment Plan

CRA BOARD OPTIONS:

No action is required from the CRA Board at this time.

ATTACHMENTS:

Description

- [Exhibits A - G](#)