RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY

Florida's Dynamic
Waterfront Community

MERCHANT STRATEGY

Public Relations & Marketing Results Presentation

RBCRA Initiatives

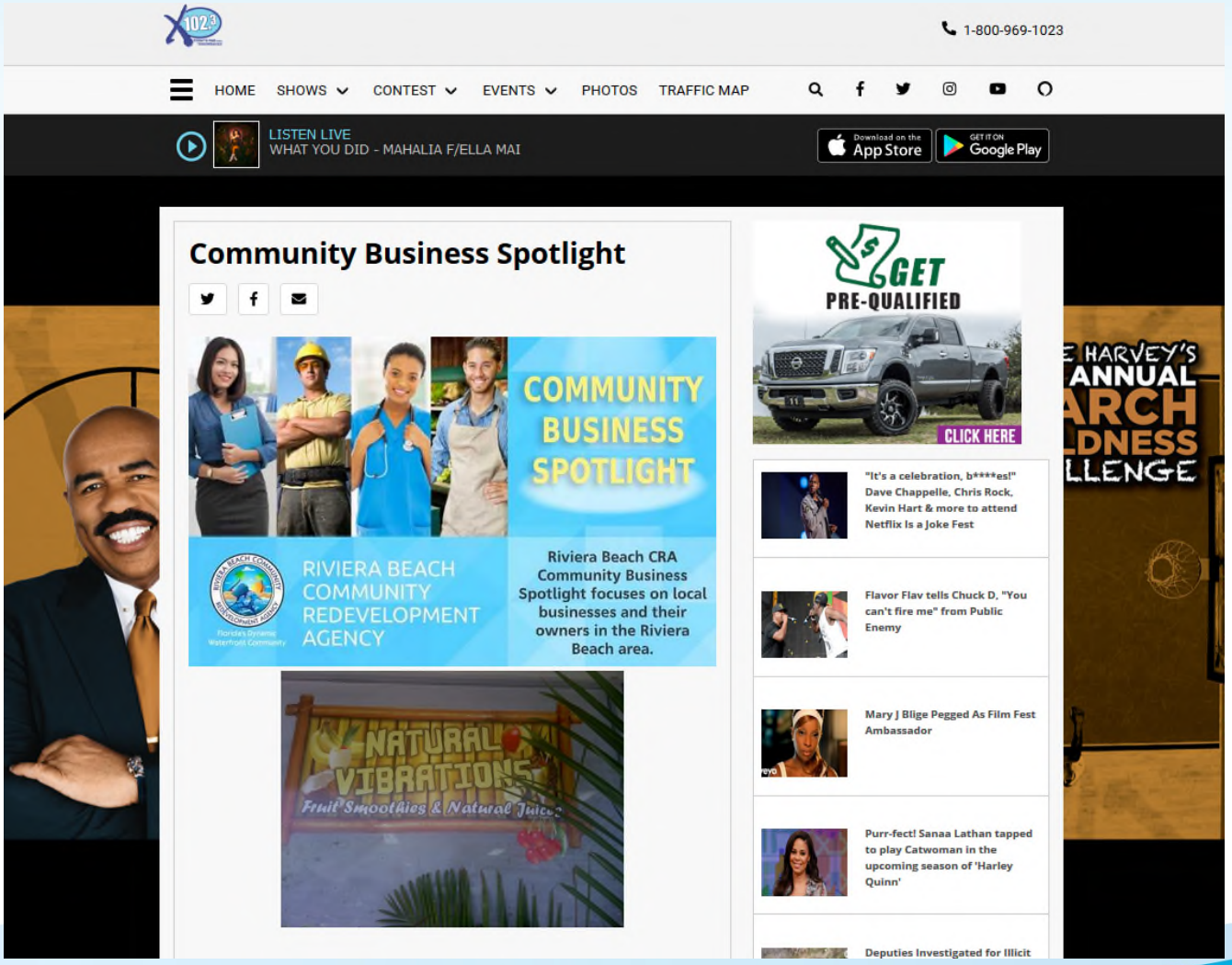
- Community Business Spotlight
- Events
- Social Media
- E-Newsletters
- Press Engagement


COMMUNITY BUSINESS
SPOTLIGHT
RIVIERA BEACH COMMUNITY
REDEVELOPMENT AGENCY

Community Business Spotlight: Summary

- **WHAT:** Awareness campaign launched in partnership with WMBX “X 102.3” Radio
- **HOW:** WMBX personalities went on-site to interview RBCRA business owners then aired interviews on the radio station and on station’s website. Station ran series of promotional spots to raise awareness of RBCRA and businesses in CRA
- **WHEN:** November ‘19 – January ‘20

Community Business Spotlight



Community Business Spotlight

- **Businesses Featured:**
  - Adventure Water Sports
  - Nautical Ventures
  - Natural Vibrations
  - Headliners Barber Shop
  - Mobile Stretch Therapy
  - Romana's Pizza
  - Wash and Wax Express

Community Business Spotlight: Results

- **520 radio spots**
  - 1,820,000 gross impressions
  - 227,000 people reached
  - 18% reach 12+ listeners
- **158 video views**


EVENTS
RIVIERA BEACH COMMUNITY
REDEVELOPMENT AGENCY

Events: Summary

- **WHAT:** Series of community events at Marina Village
- **HOW:** Created mix of adult and family events with music, food, movies, activities, education, and local performers.
- **WHEN:** July ‘19 – December ‘19

Events



- Summer Vybz
- July '19
- 21 or older
- Movie, food trucks, karaoke, date night

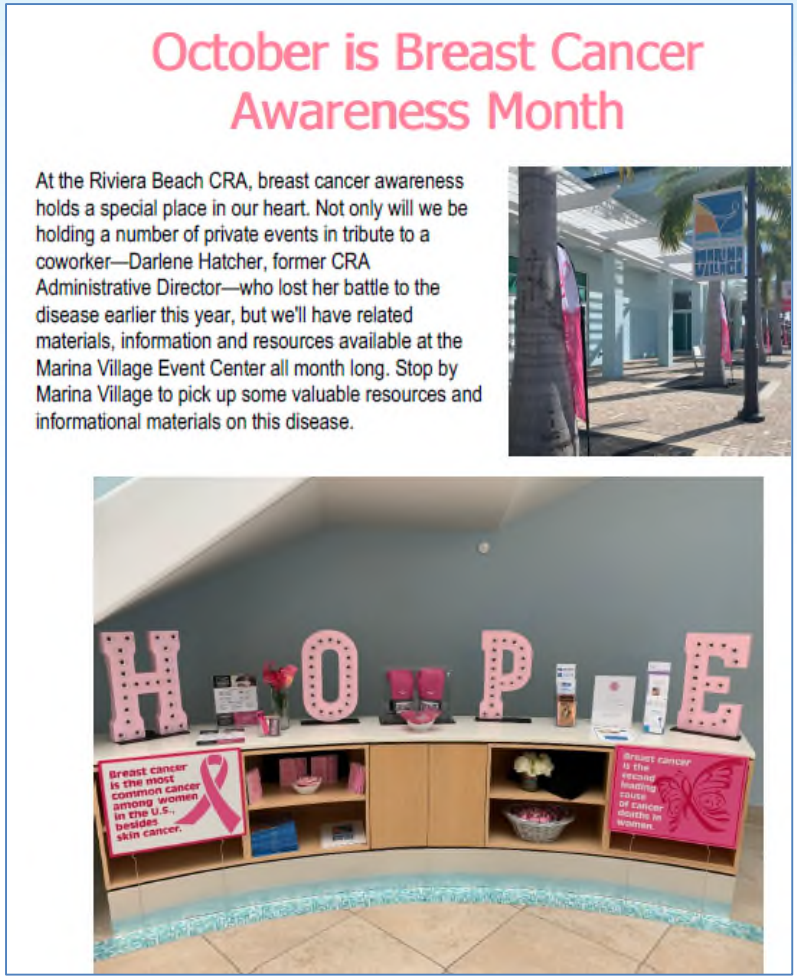
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Events



- Lion King Event
- October '19
- Family event
- Movie, trick or treating, face painting, bounce houses, food vendors

Events



- Breast Cancer Awareness Month
- October '19
- Education and community awareness
- Month-long education program with onsite resources
- Recognition of Darlene Hatcher

Events



- Winter Wonderland
- December '19
- Family event
- Tree lighting, parade, snow, pictures with Santa, local entertainment, cookies & cocoa

Events: Results

- **Over 10,000 people in attendance**
  - Local residents and visitors
  - Media engagement on radio, print and television
  - Increase in social media followers and engagements
- **Increase awareness of Marina Village and Events Center**


SOCIAL MEDIA
RIVIERA BEACH COMMUNITY
REDEVELOPMENT AGENCY

Social Media: Summary

- **WHAT:** Ongoing social media management of RBCRA channels
- **HOW:** Content development including text, links, video, events and interactive features on Facebook, Instagram and Twitter. Active engagement with followers to comments, share and click.
- **WHEN:** March ‘19 – current

Social Media: Top Posts

Post Details

Riviera Beach CRA
Published by Sprout Social [?] · February 21 at 11:40 AM ·

The 2600 Building project continues to progress! Take a look at the updated renderings. The building located on US 1 and Blue Heron Blvd. used to be a bank and has been vacant for years. The #RBCRA is revitalizing it and making it part of our community. We will keep you updated as progress continues and more plans are unveiled!

#RivieraBeach #RBCRA #RivieraBeachRedevelopment #OurCommunity







Performance for Your Post

2,104 People Reached

181 Reactions, Comments & Shares

108 Like	63 On Post	45 On Shares
14 Love	11 On Post	3 On Shares
1 Haha	1 On Post	0 On Shares
7 Wow	0 On Post	7 On Shares
37 Comments	25 On Post	12 On Shares
14 Shares	13 On Post	1 On Shares

642 Post Clicks

264 Photo Views	0 Link Clicks	378 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Social Media: Top Posts

Post Details

Riviera Beach CRA
Published by Sprout Social [?] · November 15, 2019 ·

Bring your family to experience #WinterWonderland on Friday, Dec. 6th!

Get excited for a holiday fun event where you can watch Mr. & Mrs. Claus ride in on their sleigh while music from the band, choir, drumline, and wind instruments play!

What you can expect:
- 🍪 🍵 Cookies and hot chocolate
- 🎁 Gifts for the kids
- 🚂 Train rides
- 📸 Meet Santa Claus and take your picture with him
- 🛍️ TikiMarket shopping
- ❄️ Snow (ok, it's fake snow)
- 🎄 Tree lighting ceremony
- 🎶 Parade with band, drumline, wind instruments, & choir
- 🎤 Holiday caroling
- 😎 Adult tent
- & much more will be provided!

Watch the BIG 24-foot tree glow with lights at 7pm during the lighting ceremony. ✨

This is an event you won't want to miss.

Comment "CAN'T WAIT" if you plan on coming!

#rivierabeachfun #marinavillagerb #holidayevents



Performance for Your Post

1,103 People Reached

47 Reactions, Comments & Shares

22 Like	10 On Post	12 On Shares
6 Love	0 On Post	6 On Shares
4 Comments	0 On Post	4 On Shares
15 Shares	14 On Post	1 On Shares

60 Post Clicks

14 Photo Views	0 Link Clicks	46 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Social Media: Top Posts



Riviera Beach CRA: Dolphins in Riviera Beach...

We have been having #beautifulweather in Riviera Beach the last few days. ☀️ 🏊
Someone even spotted some dolphins while out jet-skiing near Riviera Beach! 🐬
#animals #dolphins #ontheocean #rivierabeach

0:50 · Uploaded on 01/17/2020 · Owned · Appears Once · View Permalink · Copy Video ID

Total Video Performance

Minutes Viewed	254
1-Minute Video Views	--
10-Second Video Views	450
3-Second Video Views	775
Average Video Watch Time	0:11
Audience Retention	
Audience and Engagement	

This video is used in 1 post

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
Riviera Beach CRA Dolphins in Riviera Beach We ha...	01/17/2020 11:32 AM	1.4K	775 100%	450 100%	696	114	0:11 / 0:50

Social Media: Results

- **Over previous year, the following have increased:**
  - Followers on Twitter, Instagram and Facebook by 43.1%
  - Frequency of Social Media posts by 248%
  - Incoming messages by 138%
  - Engagements (clicks, comments, shares) by 60%
- **298,100 impressions since March 2019**


E-NEWSLETTERS
RIVIERA BEACH COMMUNITY
REDEVELOPMENT AGENCY

E-Newsletters: Summary

- **WHAT:** Monthly e-newsletters for general news and events
- **HOW:** Stories developed about RBCRA news, happenings, distinctions, upcoming events, announcements and general information
- **WHEN:** March ‘19 – current



Kids on the Beat

Kid Assistant Gerald Williams Interviews Mariota Theodoris

What a Great Team They Make, What Great Sports They Both Are!

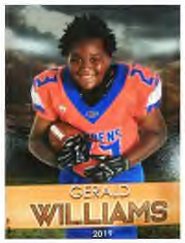


Adulting for this issue of Kids on the Beat is Mariota Theodoris: Instructor at Palm Beach State College, Former College & Pro Basketball Player, and Founder of Theodoris Girls Christian Basketball Camp.

Mariota Theodoris is a Riviera Beach native who attended Suncoast High School where she played basketball and became an All American-level athlete in the sport. She earned a scholarship to Rutgers University, playing for Hall of Fame Coach, C. Vivian Stringer, winning multiple championships and distinctions, and went on to play pro ball overseas.



After basketball, Ms. Theodoris began teaching middle- and high school English and Science and is now an adjunct intstructor at Palm Beach State College. She is Founder and CEO of Theodoris Camp a girls Christian basketball camp. "It is my 'give back to my community," Ms. Theodoris says, "in honor of all the great coaches who invested their time and money into me while I grew up in Riviera Beach. ... always felt indebted to my community, to pay forward what I received, and thus the Theodoris Camp."



Kid Assisting is Third-Grade Student Gerald Williams

Northboro Elementary School student Gerald Williams knocked off so many socks in his initial Kids on the Beat interview, we solicited his services again. If you recall, Gerald is deciding between a future with either the FBI or the DEA, with a career backup plan as a player in the NFL. He now plays trumpet in his school band, is a member of the Advanced Math Program, and was selected to play in the H.B.C.U. Little League All Star Football Game in February 2020.

GERALD: Who in your past in addition to your college coach provided inspiration?
MS. THEODORIS: *Growing up in Riviera Beach, I played on a girls basketball travel team called the Riviera Beach Young Guns. We practiced in Wells and Tates Gym and were coached by local legends, Gary D. McKinon (founder of the Riviera Beach Young Guns and former director of Wells Recreation), Lawrence B. McKoy, and Carl Boldin. These men coached girls basketball for decades, before it was popular for men to coach girls...free of charge!*



The CRA is Ramping Up for a Big Event!

Ribbon Cutting Ceremony to Celebrate Our New ADA-Compatible Beachfront





The Riviera Beach Waterfront will soon be more accessible to everyone, and when installation of our new ADA-compatible MOBI Beach Mat is complete, we'll be inviting you to a special ribbon cutting ceremony!

This new equipment is compatible with the Americans with Disabilities Act of 1990 and will assist visitors who find it challenging to navigate the sand and water at the beach at Marina Village. The MOBI Beach Mat will extend 50 feet from the sidewalk down to the beach, then another 60 feet adjacent to the water's edge. Beach goers who rely on wheelchairs and other aids for their mobility, as well as families pushing kids in strollers and toting rolling coolers, etc., will find traversing the sand a lot less cumbersome.

PHASE II of the CRA's Beach Accessible Initiative includes three Floating Wheel Chairs designed to provide people with disabilities an opportunity to enjoy the water in a way they might not have experienced.

LOOK FOR YOUR SPECIAL RIBBON CUTTING INVITE COMING SOON!

MORE ABOUT MOBI EQUIPMENT

E-Newsletters: Results

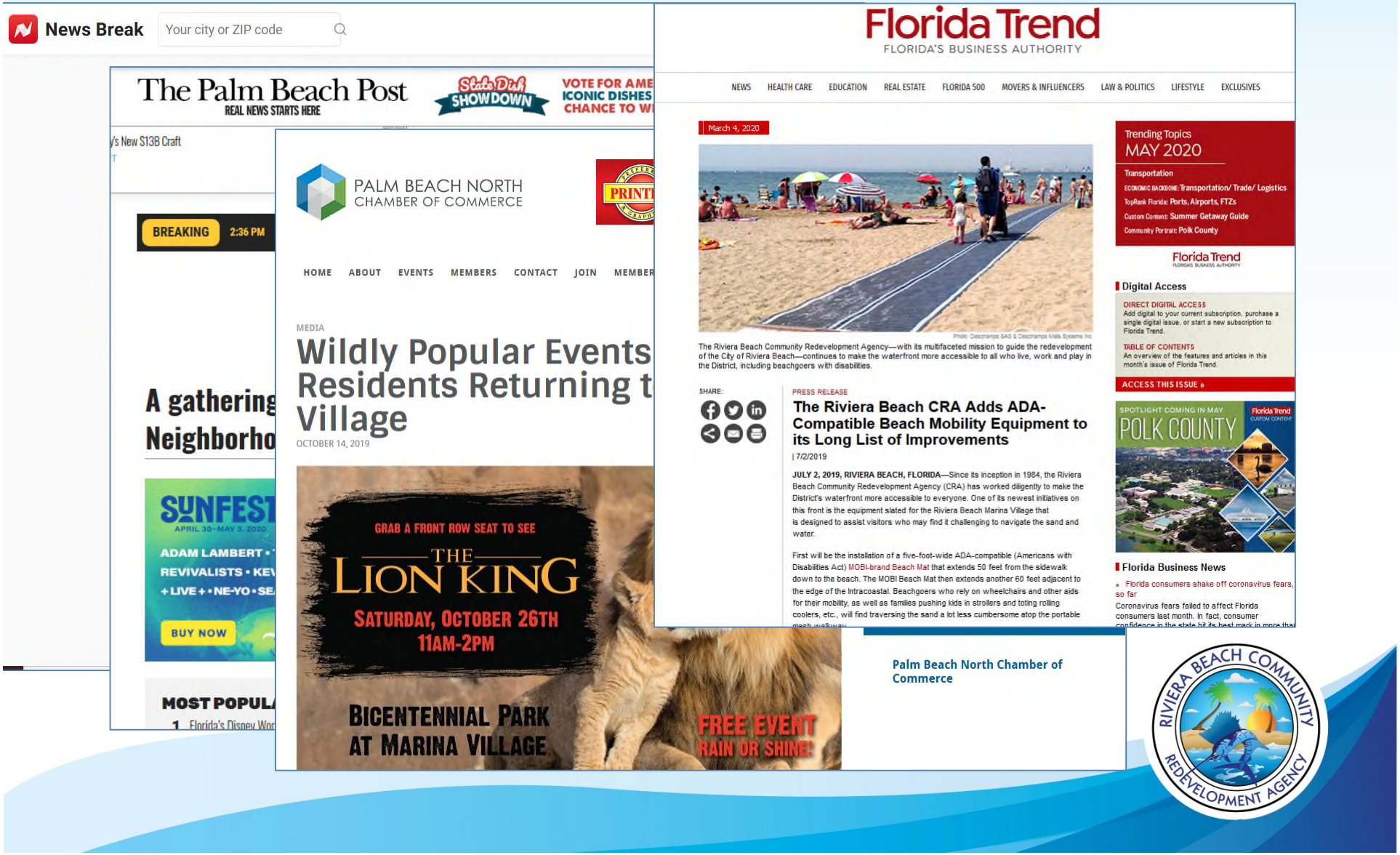
- **Minimum of two e-newsletters monthly**
- **Events & General**
- 69,479 sends
- 11,210 opens (21%)
- 1,023 clicks (9%)


PRESS ENGAGEMENT
RIVIERA BEACH COMMUNITY
REDEVELOPMENT AGENCY

Press Engagement: Summary

- **WHAT:** Series of press releases announcing various newsworthy and good news RBCRA items
- **HOW:** Press releases developed for RBCRA programs, grants and events and distributed to local media, posted on website and social media, and sent out through Online PR service
- **WHEN:** March ‘19 – current

Press Engagement



Press Engagement: Results

- **Minimum of one press release monthly**
- Over 1,300 online press engagements
- Articles in media including Palm Beach Post and Florida Trend
- Backlinks to CRA website

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