

Riviera Beach CRA Payment Authorization Checklist

Vendor Name: D'Donnell Agency
 Control No.: Res. No 2015-40 Invoice No.: RBCRA061K6
 Invoice Date: 6/1/16 Payment Amount: \$ 10,489.00
 Project Supervisor/Responsible Official: Tony Brown / Darlene Hatcher

	Reviewed/Approved by
<input type="checkbox"/> Project "scope of work and deliverables" reviewed ?	DH
<input type="checkbox"/> Payment support documentation appropriate based on work scope ?	DH
<input type="checkbox"/> Deliverables due with this invoice have been received ?	DH
<input type="checkbox"/> If final payment, have all deliverables been received ?	
<input type="checkbox"/> Amount of payment is in agreement with payment schedule or is appropriate and is within the limits of the total agreement amount, on a cumulative amount basis ?	DH
<input type="checkbox"/> Expense reimbursement amounts meet Agency guidelines or amounts approved by the agreement.	
<input type="checkbox"/> The nature of work being performed is within the scope of the CRA plan.	DH
<input type="checkbox"/> Funds for payment have been budgeted and are available from the appropriate source(s) for payment.	cy

The invoice and supporting documentation have been reviewed and it is approved for payment.

 Approving Authority

Date: June 1, 2016

<input type="checkbox"/> Payment approved by the Board of Commissioners by Motion No. <u>2015-40</u> or the Consent Agenda, at its meeting on <u>Oct 28, 2015</u> . (If applicable)

-entered 6-1-16

INVOICE

Number: RBCRA0616

Date: June 1, 2016

Payment: within 30 days, please

Ms. Darlene Hatcher
Riviera Beach CRA
2001 Broadway Suite 300
Riviera Beach, FL 33404

RECEIVED

JUN 1 2016

RIVIERA BEACH COMMUNITY
REDEVELOPMENT AGENCY

Please make payment to:
O'DONNELL AGENCY
303 BANYAN BLVD. SUITE 101
WEST PALM BEACH, FL 33401

JOB/ACCOUNT DESCRIPTION

CHARGE

Marketing and public relations services:

May, 2016 (see activity report)

\$9,894.00

Advertising & Design

Summer Camp event flyer
Facebook advertising

\$500.00
\$95.00

Administration expenses ► May, 2016

Photocopies (in-house): @ 0.15 each

(1) \$none charged

Photocopies (color): @ 0.85 cents each

(18) \$none charged

Postage:

\$included

Long-distance telephone (\$0.10 per minute)

\$n/a

FedEx: (see invoices)

\$none

Vocus/PR Web release distribution

\$none

Originals of publications:

\$none charged

Photography/video services

\$none charged

News clips

\$none charged

Travel:

\$none charged

TOTAL:

\$10,489.00

Thank You



Design & Printing | Summary Sheet

Client: Riviera Beach CRA

Date: May 2016

Job	Cost Estimate	Final Cost
Summer Camp Signup Event Flyer Design of a flyer for event. Cost increased due to multiple revisions and addition of a second page to include application for volunteers.	\$300	\$500
Facebook Promotions League of Cities meeting recap (\$20), Event Center promotion (\$25), Linear Park Grand Opening photo album (\$25), Summer Camp Signup Event Promotion (\$25).	\$95	\$95

TOTAL:

\$595.00

303 Banyan Blvd., Ste. 101
West Palm Beach, FL 33401
T. 561. 832.2331 F. 561.659.1309
odonnell.agency

COST ESTIMATE

Date: May 3, 2016

Client: Riviera Beach CRA

Job: Riviera Beach Marina Village Summer Camp Signup Event

CREATIVE SERVICES DESCRIPTION:

Concept, copy development and design of one sided, full-color, 8.5" x 11" flyer promoting the event at Riviera Beach Marina Village. Design elements will include the RBMV logo and photos of children from prior community boating programs. Services include one round of edits totaling one hour.

Actual printing costs, if any, to be billed directly to the CRA.

Design Fee:	\$300.00
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Production Assignment Agreement

Signed Approvals: By signing this estimate, Client gives Carey O'Donnell Inc., dba the O'Donnell Agency (Agency), full authority to proceed with all assignments described in this cost estimate, including the work associated with obtaining printing bids, the 17.65% fee associated with same and providing Client with the recommended option. Signed proofs or email or faxed approvals of work submitted to Client for review and approval legally binds Client to full payment for goods and services described above, including any verbal or written modifications to the scope of the project(s), under the payment terms described in next paragraph.

Payment Terms: 50% of total due upon commencement of project; final 50% due upon completion. All invoices are payable in full within (15) days upon receipt unless otherwise noted. A 1.0% monthly service charge is payable on all overdue balances after 30 days. All ownership rights and license of copyright will be granted upon receipt of full payment from client. Agency retains exclusively the native file for two years on behalf of client, and will make changes and updates in a timely manner as requested following approval of all cost estimates.

Estimates: If this form is used for an estimate or assignment confirmation, fees and expenses shown are represented as minimum estimates only. Final fees and expenses shall be shown when final invoice is rendered. Client's approval shall be obtained for any increases in fees or expenses that exceed the original estimate by 10% or more.

Client Changes: Client shall be responsible for additional hours required for changes requested by Client in excess of hours estimated in original assignment. However, no additional payment shall be made for changes required to conform to the original assignment description.

Expenses: Client shall reimburse Carey O'Donnell Inc., dba the O'Donnell Agency, for all out-of-pocket expenses arising from this assignment, including the payment of any sales tax due – if applicable.

Cancellation: Agency retains the rights to the artwork until all outstanding invoices/cancellation fees are paid by the client. Upon final payment to agency, client shall retain all copyrights and the original artwork (native file if Client wishes).

Credit Lines: Carey O'Donnell Inc., dba the O'Donnell Agency, and any other creators shall receive a credit line with any editorial usage of artwork other than logos.

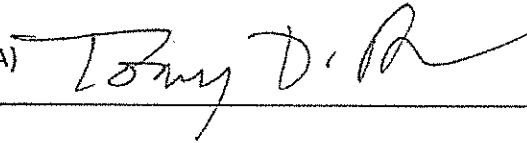
Releases: Client shall indemnify Carey O'Donnell Inc., dba the O'Donnell Agency, against all claims and expenses, including reasonable attorney's fees, due to uses for which no release was requested in writing or for uses which exceed authority granted by a release.

Modifications: Modification of the Agreement must be written, except that the invoice may include, and Client shall pay, fees or expenses that were orally authorized in order to progress promptly with the work.

Arbitration: Any disputes in excess of the maximum limit for small claims court arising out of the Agreement shall be submitted to binding arbitration before the Joint Ethics Committee or mutually agreed upon arbitrator based in Palm Beach County, pursuant to the rules of the American Arbitration Association. The Arbitrator's award shall be final.

(For the CRA)

Approved by



Date _____

(For the City)

Approved by

Date _____

RIVIERA BEACH CRA
Public Relations Activity Report
for
May 2016

Prepared by Carey O'Donnell and Tony Theissen

The following report outlines the public relations activities and results for the Riviera Beach CRA for the period of May 1, 2016 through May 31, 2016.

STATUS

1. STRATEGIC PLANNING AND ISSUE MANAGEMENT

T. Theissen attended weekly CRA progress meetings on 5/18 and 5/24 20 to review and advance upcoming opportunities to market the city to targeted audiences, including residents.

Completed

T. Theissen again received several calls from a resident at 15th & Ave. C who has ongoing issues with construction affecting his property and the easement around his property. Agency is coordinating with the city and CRA to address his concerns.

Ongoing

Agency coordinated a partnership with Discover the Palm Beaches for Riviera Beach Marina Village. This partnership will provide increased visibility to potential visitors and puts the marina into a premiere listing shared by other attractions in Palm Beach County.

In progress

Agency made several updates to the CRA web site as requested by staff, including posting of updated CRA Board meeting notices, statistics for the Clean and Safe program and changes to the "staff" page.

Completed

T. Theissen met with the operator of the proposed Green Market at Riviera Beach Marina Village to discuss coordination of promotional and marketing opportunities.

In progress

On behalf of the city and CRA, Agency is working with Discover the Palm Beaches to provide speakers for an event prior to the sinking of the Ana Cecilia as an artificial reef. Event is scheduled for July.

In progress

2. EVENTS

Linear Park Grand Opening

T. Theissen attended the Grand Opening of the Linear Park and Health Trail on May 26, taking event photos for social media. Photos and videos were shared before, during and after the event.

Completed

Summer Camp Signup Event

T. Theissen attended the Summer Camp Signup Event on May 26, taking event photos for social media. Photos and videos were shared before, during and after the event.

Completed

3. RIVIERA BEACH NEWSROOM

Summer Camp Signup Event

T. Theissen coordinated a live interview on WPBF-TV (Ch. 25) with the CRA's L. James previewing the event at Marina Village. Agency also drafted and distributed a Media Advisory about the event and shared it with the CRA's Constant Contact email database.

Completed

Spanish Courts

T. Theissen assisted with coordination of an interview for T. Brown with the *Palm Beach Post* for a story about Spanish Courts. Agency assisted with prepping T. Brown and providing possible questions he could be asked.

Completed

Linear Park Grand Opening

Agency developed a Media Advisory for the May 26 event and distributed to local media. Agency also promoted the event on social media in order to attract attendees and volunteers.

Completed

Riviera Beach Marina Village

Agency continues to put heavy emphasis on populating the Marina Village Facebook page with construction updates, activities available, and information on reservations for the Marina Event Center.

Completed

Water Utility District

T. Theissen coordinated an interview for WPTV (Ch. 5) with T. Brown on May 18 regarding questions about funding WUD improvements in the CRA District. Interview has not been broadcast as of 5/31.

Completed

CRA Facebook

Likes: 1,926 (+27)

Marina Village Facebook

Likes: 1,133 (+77)

CRA Twitter

Likes: 227 (+28)

**The Riviera Beach CRA Twitter account was recently re-activated. The account had been inaccessible, but the password was recently recovered by the CRA.*

4. MARINA DEVELOPMENT AND PROMOTION

Marina Construction Employment

At no cost to the CRA, Agency is designing a document detailing the success of the minority, local and small business enterprise program at the marina.

Completed

Riviera Beach Marina Village web site

Agency is coordinating with M. Blomeke to develop a destination web site for Marina Village. Agency has acquired several possible web domains (including www.rbmarinavillage.com) and is pursuing others.

In progress

Rack Card/Flyer for Event Center and marina vendors

At no cost to the CRA, Agency updated the design of a rack card to reflect changes in the tenant lineup for Riviera Beach Marina Village.

Completed

Ribbons for Linear Park Grand Opening

Agency assisted A. Jenkins and D. Hatcher with designing ribbons to be handed out to students at the Linear Park Grand Opening.

Completed

Linear Park Flyer and Program

At no cost to the CRA, Agency designed a promotional flyer for the Linear Park Grand Opening. The same flyer was redesigned as an event program

Completed

Marina Village Tumblers

At no cost to the CRA, Agency updated the design of tumblers with the Marina Village logo.

In progress

Construction updates

Agency continues to provide regular construction updates on Facebook in an effort to raise awareness about the progress happening at the marina and keep marina visitors and tenants informed. We maintain regular contact with M. Blomeke to gather background information for social media posts, and regularly visit the marina to take photographs.

PRESS RELEASES & ADVISORIES:

- Media Advisory: RIVIERA BEACH SUMMER CAMP SIGNUP EVENT
- Media Advisory: RIVIERA BEACH LINEAR PARK GRAND OPENING

MEDIA PLACEMENT INDEX

Print/Online:

Palm Beach Post: "Piece of Old Florida Gone: Spanish Courts Razed After 77 Years,"
Elliot Kleinberg, May 24, 2016

Florida Weekly: "The Best – Loopiest Logo," May 5, 2016

NPB Chamber: "I am: Tony T. Brown," May 4, 2016

Broadcast:

WPBF: "Summer Camp Signup Preview," May 27, 2016

-End Report



BOATING PROGRAM

RIVIERA BEACH

- ▶ Boating
- ▶ Fishing
- ▶ Snorkeling
- ▶ Kayaking
- ▶ Summer Job Training



25 WPBF NEWS

SIGN UP EVENT

RIVIERA BEACH

- ▶ Backyard Bass
- ▶ Boat rides around Peanut Island
- ▶ Kayaking
- ▶ Painting
- ▶ Splash fountain



25 WPBF NEWS

SUMMER CAMP SIGN UP

RIVIERA BEACH

Saturday, May 28th
 9am - 1pm
 Riviera Beach Marina
 Village
 13th and Broadway
wpbf.com



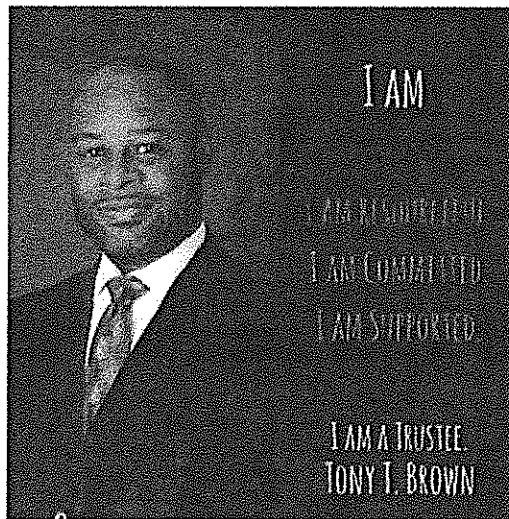
25 WPBF NEWS



ABOUT US | CHAMBER EVENTS | CONTACT US | OUR MEMBERS

WEEKLY NEWSLETTER | 5.4.16

■ I AM: Tony T. Brown



"We consider the Northern Palm Beach County Chamber of Commerce to be a vital partner in the very exciting redevelopment of Riviera Beach now underway. Through the Chamber, we have been introduced to investors, visionaries, partners of all kinds and an array of talent that has made its mark on our great city. The Riviera Beach Business Council, recently re-formed by the Chamber, is a perfect example of the Chamber's leadership and commitment to inclusiveness. The transformation of our city will be effected over the next few years, and set the stage for a thriving community with economic opportunities for our citizens. The Chamber's partnership on this journey is key to our success."

- Tony T. Brown



LOOPIEST LOGO

Riviera Beach Marina Village

You might see a sailor.
You might see a surfer.
Or is it a fisherman?
Wait, maybe the blue-
and-orange image with
curly white lines running
through it is a waterskier.
Whatever the eye catches
is bound to be nautical,
and that was the goal
of the branding effort
behind the long-awaited
and much-anticipated
Riviera Beach Marina
Village. [facebook.com/
rivierabeachmarina](https://www.facebook.com/rivierabeachmarina)
village.



The Palm Beach Post

May 24, 2016

1916 2016

Final Edition | \$1.50

Piece of Old Florida gone: Spanish Courts razed after 77 years

\$1.5 million in public money lost in failed restoration project.

By Elliot Kleinberg
Palm Beach Post Staff Writer

RIVIERA BEACH—The empty field where the Spanish Courts stood for 77 years is a stark monument to long-lost Old Florida, urban decay, good intentions, the crawl of bureaucracy and dreams of the next big thing.

Once the spot at 1124 Broadway in Riviera Beach, just blocks north of the West Palm Beach line and hard against the Port of Palm Beach, hosted a quaint mom-and-pop motel. Victimized by urban blight in the latter decades of the 20th century, it eventually was boarded up.

Then around the turn of the

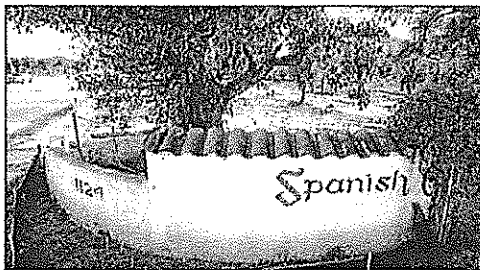
MORE ONLINE
Read Post coverage of the Spanish Courts: mypalmbeachpost.com/spanishcourts

century, a juggle of government entities—the city, the county and the feds—ranked about \$1.5 million into the site trying to make it a gentrified shopping and office complex and save it as a historical landmark. But the idea never really worked.

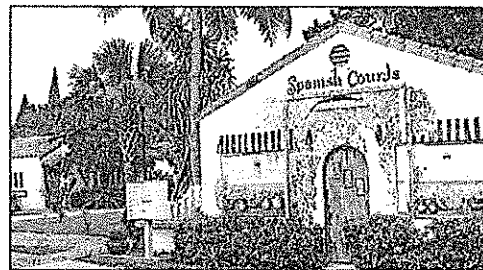
Last month, a bulldozer leveled the Spanish Courts to make way for the Riviera Beach Community Redevelopment Agency's \$35 million Riviera Beach Marina Village project.

"Historic Spanish Courts under demolish today... Damn it. -- feel

Old motel continued on A8



NOW: An almost empty lot sits behind the wall where the Spanish Courts motel used to be at 1124 Broadway in Riviera Beach. LARRY VOTAW FOR THE PALM BEACH POST



THEN: Even by 2004, the Spanish Courts had fallen into disrepair and was scheduled to be razed. But a plan to replace it fell through. BILL PERHAM / THE PALM BEACH POST 2004

Old motel

continued from A1

ing said, "architect Rick Gonzalez posted April 18 on his "Florida Historical Places" Facebook page.

Last fall, Gonzalez had proposed sending the cottages on a barge down to the historic Blyden Beach High site to create a combined arts colony. But "I just ran out of time. I couldn't find a home for them," Gonzalez said.

"It broke my heart," CRA Director Tony Brown said Tuesday of the Courts' demise. "We went through a variety of considerations to salvage them. But none made economic sense."

Brown said the buildings were in disrepair and "I didn't think they were in any shape to be moved." The demolition shouldn't have surprised anyone. As far back as 2010, the city had said it would raze or move the cottages to free up the 2.5-acre property, with 250 feet bordering U.S. 1, for a wellness center associated with the marina.

Brown said the city once talked about getting the site on the National Register of Historic Places, which would have triggered renovation tax credits. But it never did. In 1938, New Hampshire-born Raymond and Ellen Gordon made a trip to what then was a small fishing village and bought the site. They built the stucco cottages, with red-tile roofs and wrought-iron gates and opened for

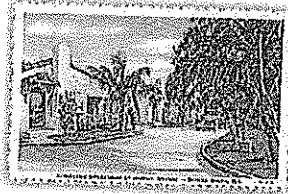
SPANISH COURTS TIMELINE

February 1938: New Hampshire hotel owners Raymond and Ellen Gordon open 21-cabin Spanish Courts at 1124 Broadway in Riviera Beach. Gordons sold six years later. December 1938: New Jersey and Miami Beach hotelier Hermal C. Schoenthal buys the motel. Four years later, he sells to Donald Palmer, later a city councilman. February 1948: Five damages 10 units. 1980: Sold to Robert and Monique Massey. 1993: City's CRA buys the boarded-up

motel for \$235,000, with plans to create Spanish Courts Marketplace. It opens six years later. February 2002: City says it will move or raze cottages to make way for CityPlace at Harbor Village complex. Plan fizzles. February 2013: City proposes moving or razing cottages to make way for proposed \$35 million Riviera Beach Marina Village. April 2016: Cottages razed. SOURCE: PALM BEACH POST ARCHIVES



STEVE LONZ / STAFF



A postcard promotes the Spanish Courts in Riviera Beach, which opened in February 1938. The 77-year-old complex was razed last month. PALM BEACH POST FILE

business in 1939. Despite the still-ongoing Depression, and looming war clouds, the Gordons believed in the rental cottages, even at a big \$14 a week. Society columns from the 1940s detail which Mr. and Mrs. would be mowing in the quaint setting. And World War II brought servicemen from nearby bases. But hurricanes also did their worst, and a 1958 fire charred half the

place. The Courts survived. In the end, they couldn't overcome the creep of blight. Robert Massey of Montreal had bought the place in 1980. By 1989, on walks through the property, Massey was stumbling across prostitutes and teens smoking crack. Longtime customers told him they wouldn't return. A gunman threatened him. His wife, Monique, said she called the police five times

a week and was frightened by gunshots. In September 1991, Massey finally shut the place down.

"For a good two or three years it was like a war zone in there," Massey recalled in 1993. "How could we bring in tourists?" That year, Riviera Beach bought the boarded-up motel for \$235,000 with dreams of turning it into a marketplace where small businesses were

to give an economic boost to downtown.

Palm Beach County approved a \$550,000 redevelopment grant toward design, landscaping and renovations of the Spanish-style cottage, and the U.S. Department of Housing and Urban Development approved \$500,000 more.

The nonprofit Business and Economic Development Revitalization Corp., created by then-County Commissioner Maude Ford Lee and headed by her former aide, Lia Galina—was the project's driving force, securing most of the grants and managing the initial operation through a lease from the city. A fourth of the shops were to be run by fledgling minority businesses, which would lease space at low rents for the first two or three years.

As often happens, the project developed budget creep. First the budget was \$1.26 million, then \$1.35 million.

After years of false starts, the BEDR finally opened in 1999 with just two tenants: a gift shop and the offices of a group that was proposing another Riviera Beach development project that never came to fruition, a \$25 million aquarium in Blyden-

nial Park.

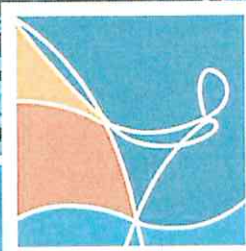
By 2002, CRA officials were saying the place might turn a profit of \$22,300 a year. But the renovated Spanish Courts never attracted more than 10 tenants or filled more than 15 of its 21 cottages, and in 2002 the city paid BEDR \$168,000 to terminate its 10-year lease.

Then, for nearly a decade, the place stood empty except for some cottages that nonprofits briefly were allowed to use for free. Three cottages were deemed uninhabitable, and nine or 10 were found to be rife with mold. Brown said the bulldozers that came last month left the giant kapok tree, believed to date to around World War II. He said he'll leave it or move it.

In 2013 and 2014, the Florida Trust for Historic Preservation, of which Rick Gonzalez is immediate past president, had put the place on its annual list of "Historic Sites to Watch."

This month, at the group's annual meeting in Tallahassee, it featured the Court among its "losses and saves." "As a 'loss,'" Executive Director Anne Peery said.

ekleinberg@palmbeachpost.com
Twitter: @ekotkpp



RIVIERA BEACH
**MARINA
VILLAGE**

SUMMER CAMP

SIGN-UP EVENT

SATURDAY, MAY 28, 2016 | 9 AM - 1 PM

Bicentennial Park

Riviera Beach Marina Village

**Parking available at Broadway and 22nd St.,
free shuttle service provided**



In partnership with City of Riviera Beach Parks and Rec., kids are invited to kick off the summer and relax at the new marina. Explore the many water recreation activities available, experience the new Bicentennial Park and learn about the Summer Camp program.

• **Activities:** Backyard bass, boat ride around Peanut Island, kayaking, painting, splash ground for young kids

• **Free Food:** Hotdogs, chips and water

• **Parent Lounge**

Learn about the Riviera Beach CRA's **FREE Community Boating Program** and the City of Riviera Beach **Parks and Rec Summer Camp**:

Community Boating Program includes:

- Boating
- Fishing
- Snorkeling
- Kayaking

Parks and Rec Summer Camp includes:

- Camp runs June 6 - August 12
- One week or ten week program
- Optional aftercare program

Volunteers needed, see reverse side for registration



For more information
contact **Latoya A. James**
561.844.3408 | ljames@rbcrs.com
rbcrs.com



*Children must be accompanied by an adult



SUMMER CAMP

SIGN-UP EVENT

VOLUNTEER REGISTRATION

PLEASE PRINT

Date: _____

Name: _____

Home Address: _____

Street

Apartment / Suite #

City

State

Zip Code

Telephone: _____ Email Address: _____

Are you volunteering as part of a church, business or other group? if YES, which group?

Organization Name

Business Telephone #

Address

Suite #

City

State

Zip Code

Do you need Proof of Community Service? YES or NO

Age (if under 21): _____

Name of Parent / Guardian if under 18: _____

If under 18, Signature of Parent/Guardian



For more information
contact **Lalaya A. James**
561.844.3408 | ljames@rbcrs.com
rbcrs.com



*Children must be accompanied by an adult

SAVE the DATE



RIVIERA BEACH LINEAR PARK and HEALTH TRAIL GRAND OPENING CELEBRATION



BEFORE



AFTER

THURSDAY
MAY 26, 2016
9:30 A.M. - 10:30 A.M.
Please arrive by 9:15am

**Linear Park
and Health Trail**
(Across from West Riviera Elementary School)
1057 W. 6th St. Riviera Beach

The Riviera Beach Community Redevelopment Agency,
along with about 50 students from West Riviera
Elementary, will celebrate the Grand Opening of the
Linear Park and Health Trail.



Please RSVP to Annetta Jenkins,
Director of Neighborhood Services
at ajenkins@rbcrs.com or 561-844-3408

Sponsored by



MAY
26
2016

RIVIERA BEACH LINEAR PARK and HEALTH TRAIL



BEFORE



AFTER

PROGRAM

READY, STEADY, GO!

CRA Team

WELCOME GREETINGS

Mayor and Riviera Beach
City Council Members

PRESENTATION

CRA Team

REMARKS

Dr. Tonya Latson
Principal, West Riviera Elementary

FIT AND FUN ACTIVITIES

REFRESHMENTS

PROGRAM PARTNERS



Florida's Dynamic
Waterfront Community



RB CDC
RIVIERA BEACH COMMUNITY DEVELOPMENT CORPORATION
Innovation. Revolution. Identification.



PALM BEACH COUNTY
OFFICE OF COMMUNITY REVITALIZATION

宋 Song + Associates, Inc.
Architecture • Planning • Interior Design



ALL-SITE CONSTRUCTION, INC.



CWA
LANDSCAPE ARCHITECTS
CONTRACTORS
CHRIS WAYNE AND ASSOCIATES, INC.

MEDIA ADVISORY

RIVIERA BEACH INVITES FAMILIES TO MARINA VILLAGE FOR SUMMER CAMP SIGNUP EVENT

WHAT: The Riviera Beach Community Redevelopment Agency (CRA) in partnership with the City of Riviera Beach Parks and Recreation Department is hosting a family fun-day at Riviera Beach Marina Village where kids can play while parents review summer camp options. The CRA is sponsoring summer programs through the [Florida Fishing Academy](#). Parks and Recreation's 10-week [summer camp](#) offers a variety of affordable full-time and part-time options for both Riviera Beach residents and non-residents.

Event activities for children will include the "Backyard Bass" fishing game, boat rides around Peanut Island, kayaking, painting, and the ability cool off at the new interactive splash fountain. Lunch will be provided.

The Summer Camp Signup Event will mark the first public event at the new [Riviera Beach Marina Village](#), a \$39 million transformation of the Riviera Beach Marina.

Event parking available at Broadway and 22nd St. Free shuttle service will be provided.

WHEN: Saturday, May 28, 2016
9:00 a.m. – 1:00 p.m.

WHERE: Bicentennial Park, Riviera Beach Marina Village
[190 E. 13th St., Riviera Beach](#)

CONTACT: Media wishing to attend are asked to contact Tony Theissen of the O'Donnell Agency at tony@odonnell.agency or 561-602-1096.

MEDIA ADVISORY

**RIVIERA BEACH LINEAR PARK AND HEALTH TRAIL
GRAND OPENING CELEBRATION**

WHAT: The Riviera Beach Community Redevelopment Agency (CRA) is unveiling the Linear Park and Health Trail, the latest project in its \$2.7 million revitalization of the city's Riviera Beach Heights neighborhood. Students from West Riviera Elementary will join in to try out the new exercise equipment.

This project is one of several improvements made for the Riviera Beach Heights neighborhood initiated by the CRA. The Linear Park and Health Trail will beautify the area by adding shade trees and flowers, and will clearly improve safety with the installation of lights and a paved pathway. This program will transform an unattractive utility easement into an attractive asset for the Heights residents.

WHEN: Thursday, May 26, 2016
9:30 a.m. – 10:30 a.m.

WHERE: Linear Park and Health Trail (Across from West Riviera Elementary School)
1057 W. 6th St, Riviera Beach

CONTACT: Media wishing to attend are asked to contact Tony Theissen of the O'Donnell Agency at tony@odonnell.agency or 561-602-1096.



Florida's Dynamic
Waterfront Community



Facebook

facebook.com/RBCRA

21 posts

Facebook Fans = 1,926

Up 179.9% from May 2015 (+1,238 fans)

Up 1.4% from April 2016 (+26 fans)

Facebook Audience

- > 59% women
- > 41% men
- > Top age groups: 28% (35-44)

Top 5 Countries

1. United States (1,895)
2. Haiti (4)
3. Canada(3)
4. Netherlands (2)
5. Brazil (2)

Top 5 Cities

1. West Palm Beach (804)
2. Palm Beach Gardens (158)
3. Riviera Beach (99)
4. Jupiter (80)
5. Boynton Beach (70)

Most Engaged Posts (received most likes, comments and shares)

BOOSTED

1. A beautiful morning to celebrate the Grand Opening of the Riviera Beach Heights Linear Park and Health Trail. District 3 Council member Tonya Davis-Johnson joined students from West Riviera Elementary School to give the new exercise equipment a test-run. The Linear Park and Health Trail beautifies the area by adding shade trees and flowers, and will improve safety with the installation of lights and a paved pathway. This program will transform an unattractive utility easement into an attractive asset for the Heights residents and a safe pathway for our children.

ORGANIC

1. Bring the entire family to kick off the summer and relax at the new Riviera Beach Marina Village at our Summer Camp Sign-Up Event on May 28. Explore the many water recreation activities available, experience the new Bicentennial Park and learn about the Summer Camp program. Also, learn more about our free Community Boating Program that includes boating, fishing, snorkeling and kayaking.

2. "As it develops further, Riviera Beach Marina Village is going to be the living room of our city -- a showcase that will attract a wide range of visitors from Palm Beach County and beyond," said Tony Brown, Executive Director of the Riviera Beach CRA. "Interest in ecotourism and water activities increases each year, and we offer visitors a range of experiences to connect them to nature above and below the waves; from scuba diving to deepsea fishing, snorkeling, paddleboarding and kayaking, all in a spectacular setting overlooking the Intracoastal Waterway, Peanut Island and Singer Island." #NTTW2016 #TourismWorks4FL

3. A throwback to our redevelopment of Ocean Mall which was named winner of the 2011 Florida Redevelopment Association Outstanding Rehabilitation, Renovation or Reuse Award. Located adjacent to one of the best beaches in all of Palm Beach County, Ocean Mall has been transformed from a shopping center with aging storefronts to a tourist magnet with vibrant architecture and more than 60,000 square feet of retail and restaurant space scattered between four separate one- and two-story buildings. #tbt

BOOSTED



Riviera Beach CRA added 30 new photos — at City of Riviera Beach.

Published by Tony Theissen [?] · May 26 at 1:07pm · Riviera Beach ·

A beautiful morning to celebrate the Grand Opening of the Riviera Beach Heights Linear Park and Health Trail. District 3 Council member Tonya Davis-Johnson joined students from West Riviera Elementary School to give the new exercise equipment a test-run.

The Linear Park and Health Trail beautifies the area by adding shade trees and flowers, and will improve safety with the installation of lights and a paved pathway. This program will transform an unattractive utility easement into an attractive asset for the Heights residents and a safe pathway for our children.



6,027 people reached

Boosted

Lois Jones, Dawn Schiltz Pardo and 168 others · 8 Comments · 4 Shares

Like Comment Share Buffer

6,027 People Reached

202 Reactions, Comments & Shares

171 Like	160 On Post	11 On Shares
10 Love	10 On Post	0 On Shares
12 Comments	10 On Post	2 On Shares
9 Shares	4 On Post	5 On Shares

932 Post Clicks


712 Photo Views	0 Link Clicks	220 Other Clicks
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NEGATIVE FEEDBACK


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ORGANIC

Riviera Beach CRA shared Riviera Beach Marina Village's event.

Published by Whitney Peltis (W) May 18 at 9:41am · 


Bring the entire family to kick off the summer and relax at the new Riviera Beach Marina Village at our Summer Camp Sign-Up Event on May 28. Explore the many water recreation activities available, experience the new Bicentennial Park and learn about the Summer Camp program. Also, learn more about our free Community Boating Program that includes boating, fishing, snorkeling and kayaking.



MAY 28 Summer Camp Sign-Up Event
Sat 9 AM - Riviera Beach
41 people interested · 23 people going [Interested](#)

2,542 people reached

Lois Jones, Tracy R. Dulles and 52 others [Boosted](#)

5 Comments 

[Like](#) [Comment](#) [Share](#) [Buffer](#)

2,542 People Reached

61 Likes, Comments & Shares

54 Likes	54 On Post	0 On Shares
7 Comments	7 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares


263 Post Clicks

0 Photo Views	14 Link Clicks	249 Other Clicks
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NEGATIVE FEEDBACK

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Riviera Beach CRA

Published by Whitney Peltis (W) May 4 at 9:05am · 


"As it develops further, Riviera Beach Marina Village is going to be the living room of our city – a showcase that will attract a wide range of visitors from Palm Beach County and beyond," said Tony Brown, Executive Director of the Riviera Beach CRA. "Interest in ecotourism and water activities increases each year, and we offer visitors a range of experiences to connect them to nature above and below the waves; from scuba diving to deepsea fishing, snorkeling, paddleboarding and kayaking, all in a spectacular setting overlooking the Intracoastal Waterway, Peanut Island and Singer Island." #NTTW2016 #TourismWorks4FL



[Get More Likes, Comments and Shares](#)
Boost this post for \$5 to reach up to 570 people.

1,384 people reached

Robert Donunzio, Annetta Jenkins and 25 others [Boosted](#)

6 Comments 4 Shares 

[Like](#) [Comment](#) [Share](#) [Buffer](#)

1,384 People Reached

58 Reactions, Comments & Shares

37 Likes	27 On Post	10 On Shares
1 Love	0 On Post	1 On Shares
10 Comments	8 On Post	2 On Shares
10 Shares	4 On Post	6 On Shares

186 Post Clicks

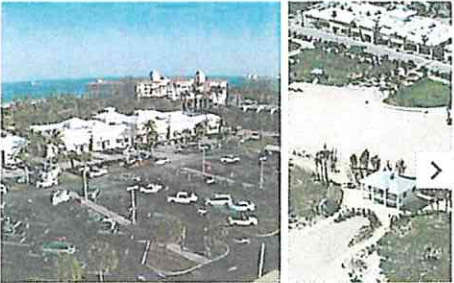
57 Photo Views	0 Link Clicks	129 Other Clicks
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NEGATIVE FEEDBACK

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Riviera Beach CRA
Published by Whitney Peltz on May 12 at 10:22am

A throwback to our redevelopment of Ocean Mall which was named winner of the 2011 Florida Redevelopment Association Outstanding Rehabilitation, Renovation or Reuse Award. Located adjacent to one of the best beaches in all of Palm Beach County, Ocean Mall has been transformed from a shopping center with aging storefronts to a tourist magnet with vibrant architecture and more than 60,000 square feet of retail and restaurant space scattered between four separate one- and two-story buildings. #RBCRA



Ocean Mall | Riviera Beach CRA Ocean Mall | Riviera Beach C

678 People Reached

25 Reactions, Comments & Shares

19 Likes	17 On Post	2 On Shares
1 Wow	0 On Post	1 On Shares
4 Comments	2 On Post	2 On Shares
1 Shares	1 On Post	0 On Shares

117 Post Clicks

0 Photo Views	29 Link Clicks	88 Other Clicks
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NEGATIVE FEEDBACK

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Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 570 people.

678 people reached

Boost Post

17 2 Comments 1 Share

Like Comment Share Buffer

Twitter

twitter.com/Rivierabeachcra

*O'Donnell Agency regained access to the CRA Twitter account on May 23, 2016 when D. Hatcher sent over the login and password that was previously unknown.

Month summary (May 23 – May 31)

Tweets 11 (Tweets + RT), 6 (original content)

Tweet impressions 416

Profile visits 189

Mentions 2

Followers 227 (+14)

Top Tweet earned 90 impressions

The Riviera Bch Marina offers 140 floating slips for vessels up to 120'. Reserve your wet slip today 561-842-7806.

pic.twitter.com/ejcnVmHt04

Top media Tweet earned 71 impressions

Clean Team Ambassadors maintain vacant lots improving visual appeal +sense of security in @rivierabch CRA District.
pic.twitter.com/tyw9xBxyky



Florida's Dynamic
Waterfront Community

Riviera Beach Marina Village



Facebook

facebook.com/RivieraBeachMarinaVillage

Page created February 24, 2016

18 posts in April 2016

Facebook Fans = 1,210

Up 5.6% from March 2016 (+64 fans)

Facebook Audience

- > 47% women
- > 52% men
- > Top age groups: 24% (35-44)

Top 5 Countries

1. United States (1,170)
2. Mexico (5)
3. Canada (5)
4. United Kingdom (3)
5. Puerto Rico (2)

Top 5 Cities

1. West Palm Beach (290)
2. Palm Beach Gardens (73)
3. Jupiter (39)
4. North Palm Beach (29)
5. Boynton Beach (27)

Most Engaged Posts (received most likes, comments and shares)

BOOSTED

1. With multiple state-of-the-art audio-visual systems, the Marina Event Center is an ideal waterfront location for your next business meeting. If you're planning an event or meeting, contact Mark at mblomeke@rbcr.com or call 561-203-5875.

ORGANIC

1. "An investment such as this beautiful Marina Event Center right on the water makes a significant impact on the region as well," said Beth Kigel, President of the Northern Palm Beach County Chamber of Commerce. "It demonstrates real commitment on the part of the City of Riviera Beach and Riviera Beach CRA that the economic course is set and moving forward. We say bravo to all who made this happen."

Additional future plans at Riviera Beach Marina Village include a waterfront "Restaurant Row," a permanent freestanding Public Market, and a mixed use facility that would include a hotel, parking, offices and retail shops. #NTTW2016 #TourismWorks4FL

2. VISIT FLORIDA shares the history of Peanut Island, created in 1918 with material dredged to create the Lake Worth Inlet.

3. Palm Beach Illustrated reminds us that Peanut Island is not just a place to party but a "hotspot of historical intrigue."

BOOSTED:



Riviera Beach Marina Village added 2 new photos
Published by Tony Theissen | Fri May 5 at 10:46am

With multiple state-of-the-art audio-visual systems, the Marina Event Center is an ideal waterfront location for your next business meeting. If you're planning an event or meeting, contact Mark at mblomeke@rbcr.com or call 561-203-5875.



2,627 people reached

Boosted

48

3 Comments 1 Share

Like

Comment

Share

Buffer

2,627 People Reached

55 Likes, Comments & Shares

50 Likes

48 On Post

2 On Shares

3 Comments

3 On Post

0 On Shares

2 Shares

1 On Post

1 On Shares

115 Post Clicks

78 Photo Views

0 Link Clicks

37 Other Clicks

NEGATIVE FEEDBACK

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ORGANIC:



Riviera Beach Marina Village

Published by Whitney Pettis 191 May 3 at 9:42am · 191

"An investment such as this beautiful Marina Event Center right on the water makes a significant impact on the region as well," said Beth Kigel, President of the Northern Palm Beach County Chamber of Commerce. "It demonstrates real commitment on the part of the City of Riviera Beach and Riviera Beach CRA that the economic course is set and moving forward. We say bravo to all who made this happen."

Additional future plans at Riviera Beach Marina Village include a waterfront "Restaurant Row," a permanent freestanding Public Market, and a mixed use facility that would include a hotel, parking, offices and retail shops. #NTTV2016 #TourismWorks4FL



Get More Likes, Comments and Shares
Boost this post for \$40 to reach up to 4,000 people.

1,162 people reached

Boost Post

Tracy M. Thomas, Jack McDermott and 21 others

4 Shares

Like Comment Share Buffer

1,162 People Reached

49 Likes, Comments & Shares

45 Likes 23 On Post 22 On Shares

0 Comments 0 On Post 0 On Shares

4 Shares 4 On Post 0 On Shares

143 Post Clicks

58 Photo Views 0 Link Clicks 85 Other Clicks

NEGATIVE FEEDBACK

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Riviera Beach Marina Village

Published by Whitney Pettis 191 May 13 at 9:25am · 191

VISIT FLORIDA shares the history of Peanut Island, created in 1918 with material dredged to create the Lake Worth Inlet.



Peanut Island: JFK's Last Resort

Peanut Island – Fifty years ago, during the lead-up to the Cuban Missile Crisis, this corrugated hole in the ground was designed as – and may have come close to being – a last resort in case of a nuclear attack. It's the place where President ..

VISITFLORIDA.COM | BY PHILIP WARD

Get More Likes, Comments and Shares
Boost this post for \$40 to reach up to 4,000 people.

1,796 people reached

Boost Post

19

2 Comments 15 Shares

Like Comment Share Buffer

1,796 People Reached

63 Reactions, Comments & Shares

39 Like 18 On Post 21 On Shares

1 Love 0 On Post 1 On Shares

8 Comments 4 On Post 4 On Shares

15 Shares 15 On Post 0 On Shares

98 Post Clicks

0 Photo Views 49 Link Clicks 49 Other Clicks

NEGATIVE FEEDBACK

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Riviera Beach Marina Village

Published by Whitney Pettis (P) May 27 at 2:23pm · 🌐

Palm Beach Illustrated reminds us that Peanut Island is not just a place to party but a "hotspot of historical intrigue."



Step Into History at the Kennedy Bunker | Palm Beach Illustrated



Step Into History at the Kennedy Bunker | Palm Beach Illustrated

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Boost this post for \$40 to reach up to 4,000 people.

512 people reached

👤 Jacquelyn Anderson, Dave Wynne and 9 others

4 Shares

👍 Like 💬 Comment ➦ Share 🔄 Buffer

512 People Reached

22 Reactions, Comments & Shares

15 Like

9 On Post

6 On Shares

2 Love

2 On Post

0 On Shares

0 Comments

0 On Post

0 On Shares

5 Shares

4 On Post

1 On Shares

36 Post Clicks

0 Photo Views

9 Link Clicks

27 Other Clicks

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