



20 N. Swinton Avenue
Delray Beach, FL 33444

Agenda Item #
March 8, 2018

MA

~ CRA BOARD SUMMARY ~

CRA MONTHLY MARKETING REPORT
February 2018

The attached CRA Monthly Marketing Report for February 2018 contains a monthly summary of tasks accomplished, including e-blasts, blog posts, website updates, public relations activities and media coverage. In addition, a guide is provided to help understand the Delray Beach CRA's website analytics and the analytics for the Delray CRA, the Delray GreenMarket, and The Set social media pages and/or accounts (Facebook, Mailchimp, LinkedIn, and Twitter).

Recommended Action:

Review and receive the CRA Monthly Marketing Report for February 2018.

Submitted By: Renee Roberts, Communications & Public Relations Coordinator



DELRAY BEACH CRA
COMMUNITY REDEVELOPMENT AGENCY

FEBRUARY 2018

COMMUNICATIONS and PUBLIC RELATIONS REPORT for
the DELRAY BEACH CRA, DELRAY GREENMARKET, and THE SET

CRA

Newsletter

- 2/12/18 News You Can Use from the CRA- 259 email newsletters opened
- 2/26/18 The Arts Warehouse Grand Opening- 245 email newsletters opened

Published Articles

- Check out what's happening in this artsy hub opening soon in downtown Delray - <http://www.palmbeachpost.com/news/local/warehouse-turned-arts-incubator-downtown-delray-beach-soon-open/QUL9GBj63D9nruw2hDIZuJ/>
- Housing the Lifeblood of the Arts District – see attached

Web Updates

- Updated Meetings, Agendas & Minutes Page - <https://delraycra.org/meetings-agendas-minutes/>
- Updated The Set Transformation Plan Presentation - <https://delraycra.org/wp-content/uploads/2018/02/CityCommissionPP1-23-18-2-2.pdf>
- Continued work on redesign of the Economic Development section
- Updated Notices - <https://delraycra.org/rfp/>
- Updated employment page - <https://delraycra.org/employment/>

GreenMarket

Newsletter

- 2/8/18 Chef Showcase: Aurora Garcia – 197 email newsletters opened
- 2/22/18 The Easter Bonnet Pet Parade is on the way! – 164 email newsletters opened

Blog

- 2/8/18 Chef Aurora Garcia
- 2/22/18 Easter Bonnet Pet Parade is on its way!

Published Articles

- The Delray GreenMarket Grows more than just food – see attached

The Set

Newsletter

- 2/15/18 – TRIBEune

Web Updates

- The Set Transformation Plan - <https://delraycra.org/wp-content/uploads/2018/02/CityCommissionPP1-23-18-2-2.pdf>
- WARC Agendas Added - <http://thesetdelray.org/board-2/>

PR Update

- Ongoing communications with iPic's PR team on drafting a Press Release regarding construction

- Continued the #RedevelopmentWorks campaign in collaboration with the Florida Redevelopment Association and the CRA's A-Guide partners
- Shared partner events within our district
- Contacted the press regarding the Career Cottage Opening
- Assisted in distribution of Career Cottage press release
- Took photos for the Career Cottage Ribbon Cutting
- Wrote editorial for the GreenMarket to be included in the February 2018 issue of Atlantic Avenue Magazine
- Continued preparation for the 2017 Annual Report
- Assisted partner organizations in planning for the City Calendar release
- Provided press list for the Arts Warehouse team for the Grand Opening

Meetings

- Met with Jeff and Lori regarding Annual Report
- Weekly meetings for the GreenMarket, The Set, and the Arts Warehouse
- Monthly meeting with the City, DDA, and contractors regarding iPic construction and messaging
- Met with the WARC Branding Committee
- Met with partners regarding communications on the City Calendar
- Met with Economic Development team to discuss changes to the Economic Development webpage on the CRA's website

Comparisons

Website sessions

January 2018 – 4,904

January 2017 – 3,142

January 2016 – 3,154

CRA Facebook Reach (highest daily organic reach)

January 2018 – 1,617

January 2017 – 1,855

January 2016 – 785

CRA Twitter Impressions (monthly impressions)

January 2018– 10,300

January 2017– 7,400

January 2016 – 1,400

GreenMarket Facebook Reach (highest daily organic reach)

January 2018 - 3,143

January 2017 – 3,488

January 2016 – 1,643

GreenMarket Twitter Impressions (monthly impressions)

January 2018 – 1,200

January 2017– 450

January 2016 – 680

CRA Social Media Analytics February 2018

Twitter Followers to Date	3,343
Twitter - Increase in followers	21
Twitter Analytics - Impressions over 28 Days	8,435
Facebook Page New Followers	13
Facebook Page Likes	11
Facebook Monthly reach	6,239
Total Social Media Impressions:	18,062

GreenMarket Social Media Analytics February 2018

Twitter Followers to Date	2170
Twitter - Increase in followers	17
Twitter Analytics - Impressions over 28 Days	6753
Facebook Page New Followers	87
Facebook Page Likes	77
Facebook Monthly reach	7,699
Total Social Media Impressions:	16,803

The Set Social Media Analytics December 2017

Twitter Followers to Date	53
Twitter - Increase in followers	6
Twitter Analytics - Impressions over 28 Days	657
Facebook Page New Followers	11
Facebook Page Likes	11
Facebook Monthly reach	406
Total Social Media Impressions:	1,144

Housing The Lifeblood Of The Arts District

BY STEPHEN CHRISANTHUS

The newly opened Arts Warehouse aims to be the vibrant epicenter for art in Delray Beach and is currently showcasing exciting exhibits, including Lifebloodlust by Christina Nicola.



The CRA'S Arts Warehouse is a Gallery | Studios | Arts Incubator, providing developmental programs and assistance to visual artists. It is located in the Pineapple Grove Arts District and opened in late 2017. The 15,000 sq. ft. warehouse conversion to an art incubator is a catalyst for economic development and growth within the Pineapple Grove Arts District and the Community Redevelopment Area as a whole.

"The promotion of the arts and accommodation of cultural activities in the area enhances Delray Beach's image as an arts destination which will further contribute to tourism, increased pedestrian activity and the development of arts professionals," explains Jill Brown, Arts Warehouse manager. The facility will accommodate uses such as studios for rent via the artist in resident program, gallery and exhibit space; classroom and workshop; special events and facility rental.

"As part of our ongoing contribution to the

community and artists we have become an active participant in the Delray Beach First Friday Art Walk. February 2nd is our third month participating since our soft opening on December 1st and before our Grand Opening (details coming soon). This event is unique; in addition to featuring two emerging artist, photographer Dorothy Sutton and painter Christina Nicola, we are working with The Spady Museum," says Brown. The Spady Museum will present an art talk on the evening of February 2nd by the FAU Museum Education Coordinator.

Artist Christina Nicola describes her exhibit Lifebloodlust by breaking down the words separately. The first word, Lifeblood, is the force that drives us and that which gives vitality, strength and life. The new Arts Warehouse may be just that for Delray Beach and the Pineapple Grove Arts District.

For more information on Arts Warehouse go to: <https://delraycra.org/artwarehouse/>

Exhibition Overview

Title: Lifebloodlust by Christina Nicola/A Collection by Dorothy Sutton

Artists: Christina Nicola & Dorothy Sutton

Run Dates: January 12th - February 10th

Special Programming:

- Artist talk January 27th 1pm with Christina Nicola

- First Friday Art Walk Reception Feb 2, 6-9pm

- Curator's Talk with Khaulah Nalma Nuruddin, curator of the exhibition at the S. D. Spady Museum, "Discrimination and Disparity: Relentlessly Persisting" in Delray Beach. Arts Warehouse is inviting Nuruddin and the Spady museum to share about the powerful exhibition currently on view in their space. Join the curator for an overview on the works, the artists, and the message behind the show in this pop-up presentation.

For more info on the exhibition at the neighboring art space, visit:

<http://spadymuseum.com/exhibit/discrimination-and-disparity-relentlessly-persisting/>

DELRAY BEACH GREENMARKET

The Delray GreenMarket Grows More Than Just Food

BY DELRAY BEACH CRA

The Delray Beach GreenMarket is a food and plant-based farmers market in the heart of Downtown Delray Beach. The Market has grown and flourished for more than 20 years, offering an open-air food shopping experience every Saturday.



ARTIST: TERRY DEWITT. PHOTO: JEFFREY L. GIBSON. STYLING: JEFFREY L. GIBSON. HAIR: JEFFREY L. GIBSON. MAKEUP: JEFFREY L. GIBSON. PROP STYLING: JEFFREY L. GIBSON. SET DESIGN: JEFFREY L. GIBSON. DRESSING: JEFFREY L. GIBSON. SHIRT: JEFFREY L. GIBSON. TIE: JEFFREY L. GIBSON. SHOES: JEFFREY L. GIBSON. ACCESSORIES: JEFFREY L. GIBSON.



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The GreenMarket hosts over sixty-five of South Florida's premier farmers and culinary artists, specializing in local farm fresh vegetables, herbs, fruit, citrus, seafood, cheese, eggs, bone broth, olive oil, flowers, orchids, jams, shrubs, artisan baked goods, and many other handcrafted, small-batch gourmet food products including vegan and organic options. Each vendor is a small business, meaning every dollar spent at the GreenMarket goes to support the individual merchant, and the local economy.

Did you know the GreenMarket was started by the Delray Beach Community Redevelopment Agency (CRA) as a business incubator program? Since its inception, the GreenMarket has helped to in-

cubate many start-ups into thriving local businesses. Two current vendors that have brick-and-mortar businesses in Delray Beach are Pascale's Jams and The French Bakery. "It was the GreenMarket that allowed us to create our brick and mortar business," says Christian Backenstrass, one of the French Bakery owners. Christian goes on to state, "the bakery is a place where we aspire to offer a taste of France, and remind people to slow down and enjoy the simple things." Pascale Troupin-Castania owner and creator of Pascale's Jams is so proud of her Delray roots that she "recently trademarked the byline 'The Delray Beach Jam Company®', which is proudly displayed on all stationary, labels and promotional material."



The GreenMarket also serves as a venue for new businesses in Delray Beach to grow and expand. Two Atlantic Avenue businesses that participate every Saturday are Swell Crepes & Coffee and Doctor Doodle's Donuts. "The Delray Beach GreenMarket has helped us reach out to many new customers," stated Jaleesa Robinson, owner of Swell Crepes & Coffee. "It's a great pleasure and honor to be part of such a wonderful institution." Shopping local ensures that the money you spend stays local, and guarantees you are buying fresh, high-quality products, while strengthening our community.

The GreenMarket is open every Saturday, 9AM - 2PM, October through May at Old School Square. Other than local products, the GreenMarket also features live music, a children's Budding Artist craft booth sponsored by Old School Square, a family-friendly music circle, and a fun place for friends and neighbors to meet for a cup of coffee or enjoy an al fresco lunch! Twice a month, the Market features a Chef Showcase, where a local chef shops for the freshest Market ingredients and demonstrates how to create a delicious dish, sampling encouraged. "There are no strangers at the GreenMarket, just friends you haven't met yet," says Lori Nolan, the GreenMarket Manager. Support local food and fun, and head to the Delray Beach GreenMarket every Saturday! It is sure to be a feast for your eyes and ears, with flavors to delight every palate.

DELRAY BEACH GREENMARKET
Located on the center grounds of Old School Square
51 N. Swinton Ave. - Downtown Delray Beach
561-276-7511
delraygreenmarket.com

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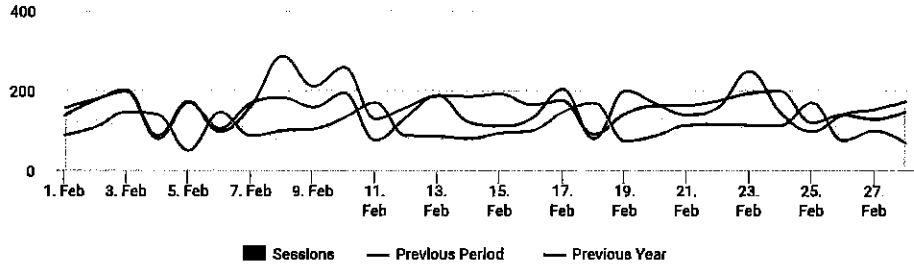
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Sessions

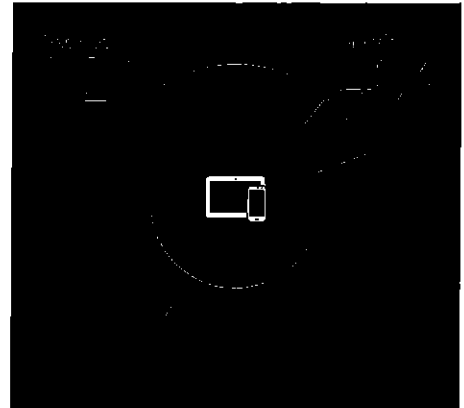
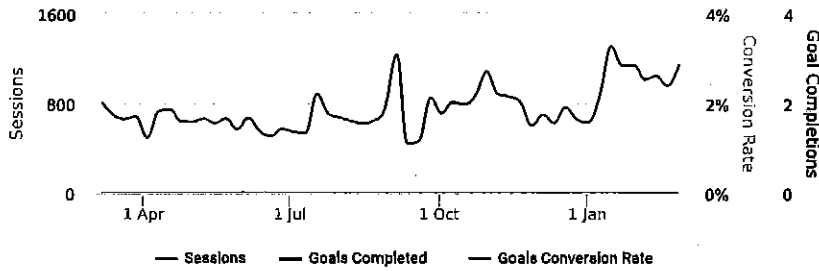
4,234

Previous Period
 ▼ -8.28%
 (4,616)

Previous Year
 ▲ 40.34%
 (3,017)



Yearly Trend



Behaviour

Session Duration

01:37

▼ -10.20% (01:48)
 ▼ -4.82% (01:42)

Bounce Rate

60.11%

▼ 4.86% (57.32%)
 ▼ -2.61% (61.72%)

Pages Per Session

1.79

▼ -0.57% (1.80)
 ▼ -1.04% (1.81)

Top Pages

Page Path	Page Views	Unique Page Views	Entrances	Avg. Time On Page	Exit Rate
/greenmarket/	1,395	1,209	1,123	02:12	70.00%
/artswarehouse/	1,271	905	796	02:58	63.00%
/	1,261	955	856	01:04	34.00%
/rfp/	447	342	218	02:34	62.00%
/news/	306	266	100	01:27	51.00%
/meetings-agendas-minutes/	250	172	51	04:49	58.00%
/staff-board/	224	194	82	02:47	63.00%
/about-us/	180	142	14	01:31	32.00%
/projects/	173	113	63	01:36	43.00%

Session Locations

Place	Sessions	Share
Delray Beach, United States	903	21.33%
Miami, United States	324	7.65%
Boca Raton, United States	266	6.28%
Orlando, United States	265	6.26%
Boynton Beach, United States	191	4.51%
Kings Point, United States	154	3.64%
Fort Lauderdale, United States	122	2.88%
West Palm Beach, United States	119	2.81%
Norcross, United States	102	2.41%