20 N. Swinton Avenue
Delray Beach, FL 33444

Agenda Item # 7A
January 11, 2018

~ CRA BOARD SUMMARY ~

CRA MONTHLY MARKETING REPORT
December 2017

The attached CRA Monthly Marketing Report for December 2017 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 December, 2017.

Submitted By: Renee Roberts, Communications & Public Relations Coordinator

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DELRAY BEACH CRA
COMMUNITY REDEVELOPMENT AGENCY

DECEMBER 2017

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

CRA

Newsletter

- 12/11 News You Can Use from the CRA
- 12/22 Happy Holidays from the Delray Beach CRA!

Published Articles

- https://delraynewspaper.com/delray-beach-recognized-workforce-housing-project-25243 - Delray Beach Recognized for Workforce Project – Delray Newspaper

- https://delraynewspaper.com/top-10-things-need-know-delray-beach-december-25330 - Top 10 Things You Need to Know in Delray Beach this December

- https://delraynewspaper.com/delray-look-new-downtown-transportation-options-25322 - Delray to Look into New Downtown Transportation Options

- http://www.sun-sentinel.com/local/palm-beach/delray-beach/fl-pn-delray-arts-warehouse-20171214-story.html - Delray Beach ups the arts game as a means to bolster the economy

- https://www.fortlauderdaledaily.com/profiles/revitalization-arts-warehouse-delray-beach - The revitalization of the Arts Warehouse in Delray Beach

Web Updates

- Agendas- http://delraycra.org/meetings-agendas-minutes/
- Complete Board Packets Online- http://delraycra.org/meetings-agendas-minutes/
- The Set Transformation Draft 1- https://delraycra.org/wp-content/uploads/2017/11/The-Set-Transformation-Plan-Presentation-FINAL-1.pdf
- Updated Notices - https://delraycra.org/rfp/
- Began design of new Funding Resources page

GreenMarket

Newsletter

- 12/7 Attending Holiday Parties? Find the Perfect Hostess Gift!
- 12/21 Happy Holidays from the Delray Beach GreenMarket!

Blog

- 12/7 Gifts from the GreenMarket
- 12/21 Happy Holidays from the Delray Beach GreenMarket!

Published Articles

- http://www.palmbeachpost.com/lifestyles/green-markets/GjAeoksU8xV0wdWz6eBxhN/ - Green Markets

- http://tdn.com/lifestyles/space-of-mind-program-fosters-outside-the-box-learning/article_ffafa2e5-c326-5882-b15d-efbecb03b7b0.html - Space of Mind program fosters outside-the-box learning

- http://www.palmbeachpost.com/news/local/soon-open-delray-doughnut-shop-cross-between-harry-potter-and-willy-wonka/kjBCzKWtBX2GIdYamsRMzH/ - Soon-to-open Delray Doughnut Shop a 'cross between Harry Potter and Willy Wonka'

The Set

Newsletter

- 11/22 Happy Holidays from the TRIBEune!

PR Update

- Ongoing communications with iPic's PR team on drafting a Press Release
- Launched the #RedevelopmentWorks campaign in collaboration with the Florida Redevelopment Association and our A-Guide partners
- Shared partner Holiday events within our district
- Contacted the press regarding the Americans for the Arts study in relation to the Arts Warehouse
- Continued preparation for the 2017 Annual Report

Meetings

- 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
- Discussed the DBMC's assistance with distributing messaging with #RedevelopmentWorks
- Met with A-GUIDE partners on #RedevelopmentWorks
- 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

December 2017- 3,045

December 2016 – 2,369

December 2015 – 2,291

CRA Facebook Reach (highest daily organic reach)

December 2017 – 3,702

December 2016 – 1,507

November 2015 – 1,514

CRA Twitter Impressions (monthly impressions)

December 2017 – 10,900

December 2016 – 4,100

December 2015 – 1,200

GreenMarket Facebook Reach (highest daily organic reach)

December 2017- 2,738

December 2016 – 2.803

December 2015 – 1,828

GreenMarket Twitter Impressions (monthly impressions)

December 2017 – 1,027

December 2016 – 400

December 2015 – 530

Comparisons

Website sessions

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CRA Social Media Analytics December 2017	
Twitter Followers to Date	3,299
Twitter - Increase in followers	15
Twitter Analytics - Impressions over 28 Days	8,455
Facebook Page New Followers	21
Facebook Page Likes	20
Facebook Monthly reach	3,702
Total Social Media Impressions:	**15,512**

GreenMarket Social Media Analytics December 2017	
Twitter Followers to Date	2139
Twitter - Increase in followers	11
Twitter Analytics - Impressions over 28 Days	854
Facebook Page New Followers	100
Facebook Page Likes	97
Facebook Monthly reach	6,737
Total Social Media Impressions:	**9,938**

The Set Social Media Analytics December 2017	
Twitter Followers to Date	47
Twitter - Increase in followers	3
Twitter Analytics - Impressions over 28 Days	401
Facebook Page New Followers	5
Facebook Page Likes	5
Facebook Monthly reach	144
Total Social Media Impressions:	**605**

December 2017

delraycra.org/

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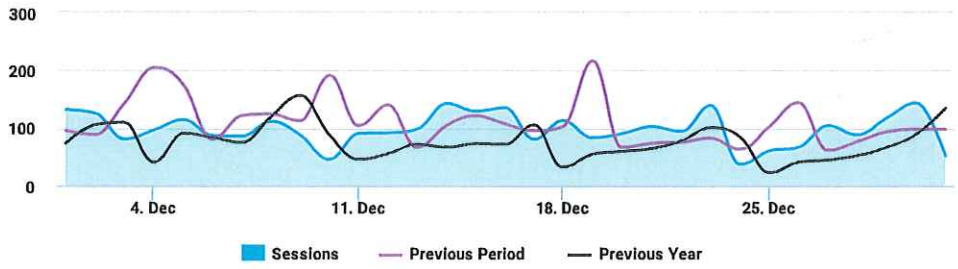
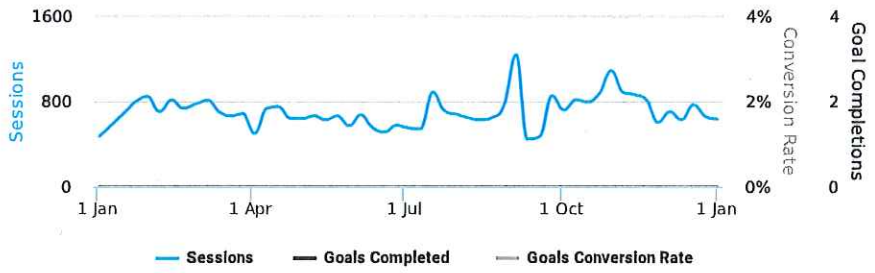
Sessions

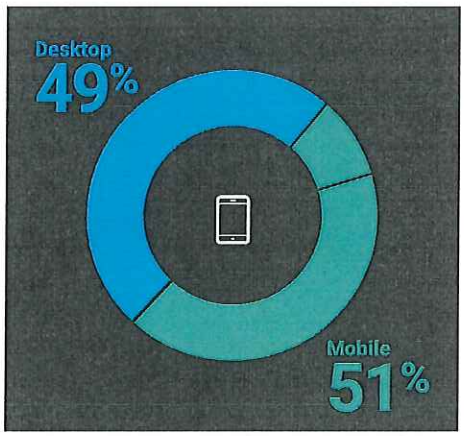
3,045

Previous Period	Previous Year
-11.66%	28.54%
(3,447)	(2,369)



Yearly Trend





Behaviour

Session Duration	Bounce Rate	Pages Per Session
01:41	61.81%	1.79
3.41% (01:38)	2.28% (60.43%)	-0.14% (1.79)
-16.93% (02:02)	10.84% (55.76%)	-11.97% (2.03)

Top Pages

Page Path	Page Views	Unique Page Views	Entrances	Avg. Time On Page	Exit Rate
/greenmarket/	1,186	1,037	980	01:41	70.00%
/	829	653	560	01:25	40.00%
/artswarehouse/	655	436	339	03:19	57.00%
/news/	352	293	137	01:13	51.00%
/rfp/	222	204	149	01:17	73.00%
/meetings-agendas-minutes/	172	100	26	05:06	42.00%
/staff-board/	162	143	66	04:53	65.00%
/portfolio_page/arts-warehouse/	108	99	81	01:55	64.00%
/about-us/	99	77	10	01:34	24.00%

Session Locations

Place	Sessions	Share
Delray Beach, United States	657	21.58%
Miami, United States	328	10.77%
Boca Raton, United States	169	5.55%
Orlando, United States	157	5.16%
Boynton Beach, United States	141	4.63%
Kings Point, United States	121	3.97%
Norcross, United States	105	3.45%
West Palm Beach, United States	68	2.23%
Golf, United States	53	1.74%