



20 N. Swinton Avenue
Delray Beach, FL 33444

Agenda Item #
February 8, 2018

7A

~ CRA BOARD SUMMARY ~

CRA MONTHLY MARKETING REPORT
January 2018

The attached CRA Monthly Marketing Report for January 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 January 2018

Submitted By: Renee Roberts, Communications & Public Relations Coordinator

Handwritten initials or mark.



DELRAY BEACH CRA
COMMUNITY REDEVELOPMENT AGENCY

JANUARY 2018

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

CRA

Newsletter

- 1/2/18 Happy New Year from the CRA! – 222 email newsletters opened
- 1/16/18 CRA Board Approves Two Architects for Workforce housing Design in The Set – 284 email newsletters opened
- 1/29/18 Career Cottage is Now Open! – 246 email newsletter opened

Published Articles

- 1/18/18- <http://www.palmbeachpost.com/news/local/historic-delray-cottage-near-atlantic-ave-opens-career-center-will-signal-changes/HTKQYtzLX30RDz1hZoRtWI/> - Palm Beach Post - Historic Delray Cottage Near W. Atlantic Ave. opens as Career Cottage
- 1/5/18 - <https://delraynewspaper.com/top-10-things-know-january-delray-beach-25503> - Top 10 Things To Know This January In Delray Beach

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

- 1/10/18 Chef Showcase is this Saturday! – 253 email newsletters opened
- 1/25/18 Chef Showcase: Rich Achaia from Avant – 197 email newsletters opened

Blog

- 1/10/18 Red Splendor
- 1/25/18 Chef Showcase: Rich Achaia

The Set

Newsletter

- 1/25/18 – TRIBEune

Published Articles

- 1/11/18 - <http://www.sun-sentinel.com/local/palm-beach/delray-beach/fl-pn-delray-the-set-transformation-20180110-story.html> - The Set wants to be Delray's new hot neighborhood

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

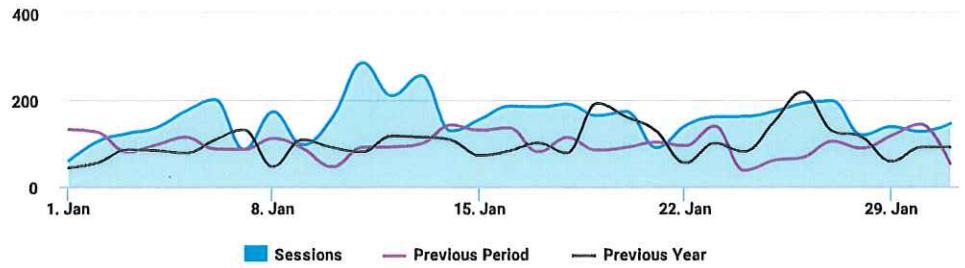
January 2016 – 680

Sessions

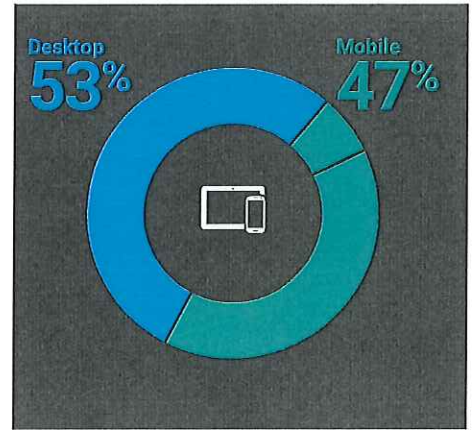
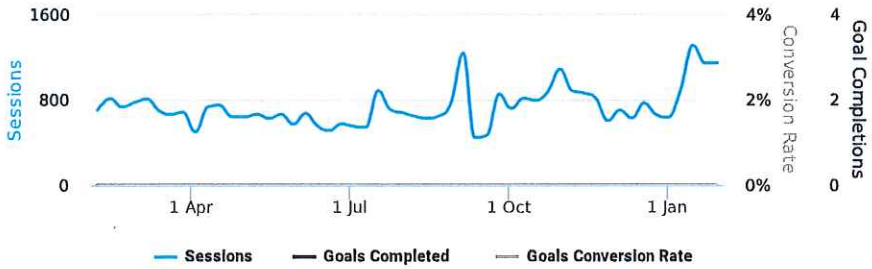
4,904

Previous Period **61.05%**
(3,045)

Previous Year **56.08%**
(3,142)



Yearly Trend



Behaviour

Session Duration

01:48

7.12% (01:41)
-6.21% (01:55)

Bounce Rate

57.30%

-7.29% (61.81%)
6.91% (53.60%)

Pages Per Session

1.82

1.60% (1.79)
-6.39% (1.94)

Top Pages

| Page Path | Page Views | Unique Page Views | Entrances | Avg. Time On Page | Exit Rate |
|----------------------------|------------|-------------------|-----------|-------------------|-----------|
| /greenmarket/ | 1,522 | 1,292 | 1,215 | 01:56 | 68.00% |
| / | 1,481 | 1,175 | 1,028 | 01:15 | 36.00% |
| /artswarehouse/ | 1,133 | 801 | 658 | 03:01 | 58.00% |
| /employment/ | 821 | 557 | 374 | 03:42 | 56.00% |
| /news/ | 400 | 342 | 136 | 01:11 | 51.00% |
| /meetings-agendas-minutes/ | 361 | 248 | 84 | 04:34 | 56.00% |
| /staff-board/ | 325 | 271 | 109 | 03:28 | 61.00% |
| /rfp/ | 299 | 258 | 167 | 01:19 | 63.00% |
| /about-us/ | 214 | 169 | 24 | 01:43 | 33.00% |

Session Locations

| Place | Sessions | Share |
|--------------------------------|----------|--------|
| Delray Beach, United States | 1,146 | 23.37% |
| Orlando, United States | 377 | 7.69% |
| Boca Raton, United States | 300 | 6.12% |
| Miami, United States | 265 | 5.40% |
| Boynton Beach, United States | 233 | 4.75% |
| Kings Point, United States | 168 | 3.43% |
| West Palm Beach, United States | 125 | 2.55% |
| Fort Lauderdale, United States | 116 | 2.37% |
| Norcross, United States | 111 | 2.26% |