



Agenda Item #7.D.  
April 12, 2018

20 N. Swinton Avenue  
Delray Beach, FL 33444

~ CRA BOARD SUMMARY ~

**TO:** CRA Board of Commissioners  
**FROM:** Renee Roberts, Communications & Public Relations Coordinator  
**THROUGH:** Jeff Costello, CRA Executive Director  
**DATE:** April 12, 2018  
**RE:** Monthly Marketing Report, March 2018

---

**Recommended Action:**

Receive and File

**Background:**

The attached CRA Monthly Marketing Report for March 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).

**CRA Attorney Review:**

N/A

**Finance Review:**

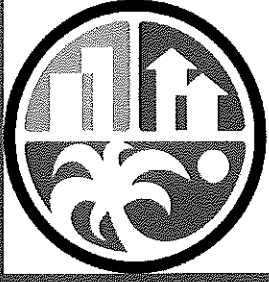
N/A

**Funding Source/Financial Impact:**

This item does not commit funding.

**Timing of Request:**

N/A



**DELRAY BEACH** CRA  
COMMUNITY REDEVELOPMENT AGENCY

# MARCH 2018

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

## **CRA**

### **Newsletter**

- 3/12/18 – CRA is Awarded SWA Grant - 268 email newsletters opened
- 3/26/18 – The 2017 CRA Annual Report is now available!- 242 email newsletters opened

### **Published Articles**

- Arts Warehouse and Edgy Addition to Delray's Arts Scene - <https://bocamag.com/arts-warehouse-edgy-addition-delrays-arts-scene/>

### **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>
- Updated RFP Documents - <https://delraycra.org/rfp/>
- Updated employment page - <https://delraycra.org/employment/>
- City calendar added to home page - <http://delraycra.org/>
- 2017 Annual Report Added to website - <http://delraycra.org/>
- Staff & Board page updated - <http://delraycra.org/staff-board/>
- Annual Reports page updated - <http://delraycra.org/reports-newsletters/>
- Received quotes and met with vendors on updates to the CRA website

## **GreenMarket**

### **Newsletter**

- 3/8/18 - Terrific Tumeric! – 199 email newsletters opened
- 3/22/18 – Get Your Bonnets Ready! – 174 email newsletter opened

### **Blog**

- 3/8/18 - Terrific Tumeric!
- 3/22/18 - 10 Fun things to do with your pet after the Easter Bonnet Pet Parade

## **The Set**

### **Newsletter**

- 3/15/18 – TRIBEune

### **Web Updates**

- WARC Agendas Added - <http://thesetdelray.org/board-2/>

## **PR Update**

- Created CRA Instagram page - <https://www.instagram.com/delraybeachcra/?hl=en>
- Ongoing communications with iPic's PR team on project updates
- Shared partner events within our district
- Met with The Set Branding & DBMC for planning of the Frog Alley Caribbean Festival
- Released the 2017 Annual Report and distributed to partners and taxing authorities
- Assisted partner organizations in the City Calendar release

## **Meetings**

- Met with Jeff, Lori, and Renee 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 vendors for the CRA web updates

## **Comparisons**

### **Website Sessions**

March 2018 – 4,488

March 2017 – 3,067

March 2016 – 3,305

### **CRA Facebook Reach (highest daily organic reach)**

March 2018 – 3,103

March 2017 – 4,578

March 2016 – 816

### **CRA Twitter Impressions (monthly impressions)**

March 2018 – 9,500

March 2017 – 6,100

March 2016 – 7,700

### **GreenMarket Facebook Reach (highest daily organic reach)**

March 2018 – 12,169

March 2017 – 3,900

March 2016 – 2,082

### **GreenMarket Twitter Impressions (highest daily organic reach)**

March 2018 – 4,500

March 2017 – 4,600

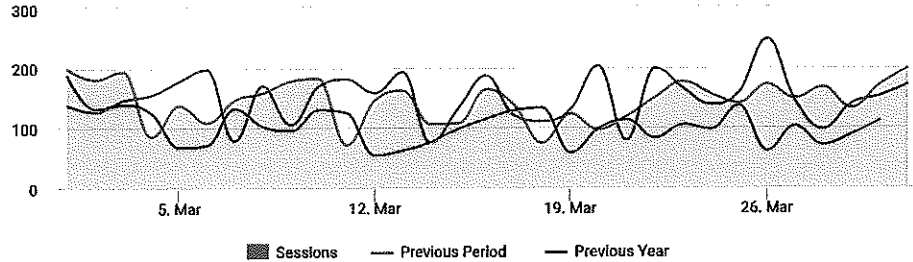
March 2016 – 8,900

### Sessions

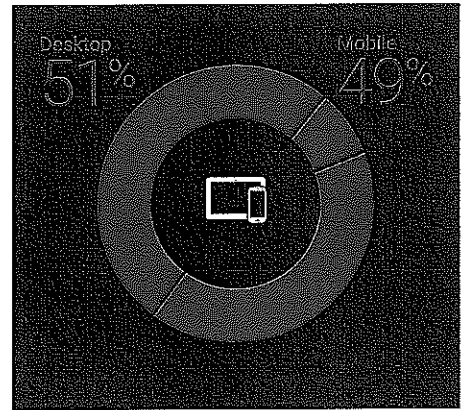
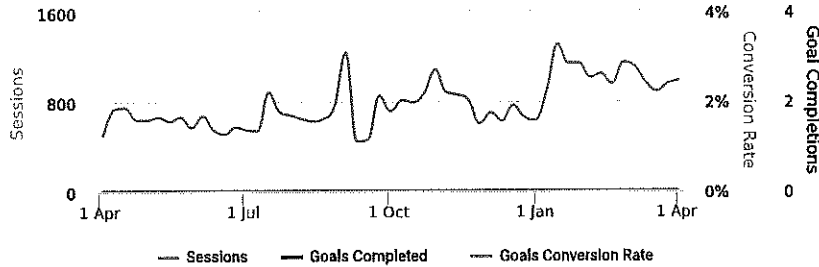
4,488

Previous Period  
▼ -3.38%  
(4,645)

Previous Year  
▲ 46.33%  
(3,067)



### Yearly Trend



### Behaviour

Session Duration

01:49

▲ 11.66% (01:38)  
▼ -4.78% (01:55)

Bounce Rate

61.92%

▲ 3.46% (59.85%)  
▲ 10.09% (56.24%)

Pages Per Session

1.84

▲ 2.13% (1.80)  
▼ -5.20% (1.94)

## Top Pages

Page Path	Page Views	Unique Page Views	Entrances	Avg. Time On Page	Exit Rate
/greenmarket/	1,571	1,346	1,227	02:32	70.00%
/	1,383	1,059	911	01:15	34.00%
/artswarehouse/	899	672	611	03:01	64.00%
/rfp/	391	309	184	03:14	62.00%
/news/	360	302	123	01:10	49.00%
/staff-board/	288	247	105	03:24	56.00%
/2018-easter-bonnet-pet-parade-way/	261	205	167	03:15	66.00%
/employment/	230	179	79	02:22	51.00%
/about-us/	212	159	8	01:05	24.00%

## Session Locations

Place	Sessions	Share
Delray Beach, United States	1,133	25.25%
Miami, United States	376	8.38%
Boca Raton, United States	264	5.88%
Orlando, United States	207	4.61%
Boynton Beach, United States	158	3.52%
Kings Point, United States	156	3.48%
West Palm Beach, United States	111	2.47%
Norcross, United States	110	2.45%
Fort Lauderdale, United States	92	2.05%

**CRA Social Media Analytics March 2018**

Twitter Followers to Date	3,366
Twitter - Increase in followers	16
Twitter Analytics - Impressions over 28 Days	8,390
Facebook Page New Followers	32
Facebook Page Likes	30
Facebook Monthly reach	3,103
<b>Total Social Media Impressions:</b>	<b>14,937</b>

**GreenMarket Social Media Analytics March 2018**

Twitter Followers to Date	2170
Twitter - Increase in followers	5
Twitter Analytics - Impressions over 28 Days	3,730
Facebook Page New Followers	128
Facebook Page Likes	118
Facebook Monthly reach	12,169
<b>Total Social Media Impressions:</b>	<b>18,320</b>

**The Set Social Media Analytics March 2018**

Twitter Followers to Date	57
Twitter - Increase in followers	2
Twitter Analytics - Impressions over 28 Days	282
Facebook Page New Followers	10
Facebook Page Likes	12
Facebook Monthly reach	328
<b>Total Social Media Impressions:</b>	<b>691</b>