

# DOWNTOWN BOCA *2018 Calendar*

# 2018 Calendar

The Boca Raton Community Redevelopment Agency's (CRA) outreach efforts to the downtown business community are an essential part of its overall vision and annual goals. The CRA strives to support the ongoing endeavors of these businesses, forge valuable relationships with the owners, managers and employees, and continually stay top-of-mind amongst this integral component of the downtown district.

Promotional items are one marketing tool the CRA utilizes to connect with the business community. The challenge was to create a promotional item that was unique, that promoted the CRA and the downtown district, and that would be enjoyed *every day of the year*. The result was the creation of the **2018 Downtown Boca Calendar**.

# *Innovation*

Downtown Boca is an exciting district that continues to attract new businesses eager to be in the heart of the City. Building relationships and maintaining awareness with these businesses is key. The appeal of a calendar was being able to promote more than just the Downtown Boca logo.

The calendar offered the opportunity for CRA to highlight:

- **The CRA boundary map, downtown attractions and annual event dates**
- **Interesting facts about the downtown district and landmarks**
- **Inspiring photographs that reinforce the charm and excitement of Downtown Boca**
- **Fun and whimsical National Day holidays and the Downtown Boca logo**
- **Further promote the brand, and the CRA's design elements**

The calendar has the ability to feature so much of the message the agency wanted to communicate, while providing a valuable and useable item the business community could engage with and refer to all year long.

# Community Impact

Personally delivering hundreds of calendars to the community had a tremendous benefit. CRA staff heard first-hand the response to this type of promotional item - which was overwhelmingly positive. Recipients expressed their thanks, commented on the uniqueness of the calendar, asked questions about the CRA, asked to be notified of upcoming meetings and more. Staff had the opportunity to further build relationships with business owners, managers and employees of the downtown business community.

Although a positive response was anticipated, the feedback was above and beyond expectations - a smashing success for 2018 and for years to come!



**"It's always April at The Addison.  
Thank you!!!"**

***Melanie DeVito**  
Marketing Director  
The Addison*

***Melanie's Office Wall***

# Funding

The initial design concept and imagery of the 2018 Downtown Boca calendar was developed by CRA staff. However, there was certainly community involvement that helped bring it to fruition. The CRA reached out to many downtown businesses and organizations to help create a visually appealing and interactive calendar, including:

- **The Boca Raton Historical Society & Museum provided historical information unknown facts**
- **The historic event venue The Addison, and the Boca Raton Museum of Art provided photos**
- **Festival of the Arts, a prestigious festival held in Downtown Boca, provided photos and copy points**

Calendar expenses:

- **Quantity:** 500 calendars
  - **Distribution:** Delivered by CRA staff to businesses in the downtown district in the fall of 2017
  - **Inclusive Costs** (less than \$10 per unit):
    - **Design:** **\$2,340** *(which will decrease in the coming year as layout is already established)*
    - **Printing** **\$2,071**
    - **Distribution:** **\$0**
- Total:** **\$4,411**

# *Problem Solving*

While the CRA always experienced a benefit to using promotional items such as water bottles, frisbees, notepads and pens, the agency's overall vision prompted staff to re-evaluate the promotional items used as outreach to the business community. There was a desire to strengthen CRA presence in the community and to create something completely unique to Downtown Boca, while still being successful, cost-effective, and unique to the brand.

The CRA staff exhausted many 'off the shelf' options before deciding on a completely custom concept of a branded calendar specific to Downtown Boca that would be visible throughout the year.

# *Applicability to other Communities*

An annual calendar is an item found across the globe in offices, homes, stores, and schools to name a few. Everyone uses them and appreciates them - making them a great choice as a promotional item for downtown communities across the globe. The concept can easily be replicated, as the format allows any destination to convey its marketing message with text and images, build brand recognition on a daily basis and utilize current technology to cost-effectively design and print on any budget.

# Other Things to Tell the Judges

One of the greatest benefits to creating the calendar is its sustainability!

To start, the lifespan of the calendar is no less than one full year - *and beyond* - as the CRA will continue this promotion year after year. The calendar is a product that will be used, viewed by recipients each and every day, not simply tossed aside.

An added bonus is that the piece is 100% recyclable. As most communities around the country - and especially those with close proximity to the ocean like Downtown Boca - are adopting more environmental best practices, the calendar adheres to those efforts.



# 2018 Calendar

Inclusion of a Downtown Boca map further promotes the CRA district and highlights its main attractions



A selection of 'fun holidays' are included each month that add whimsy and are representative of the variety of businesses in the downtown district



# 2018 Calendar

Thought-provoking facts about Downtown Boca landmarks inform and entertain recipients

Call-out descriptions remind users of the many diverse experiences and activities to be enjoyed in Downtown Boca



April 2018

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May 2018

	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June 2018

				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2018

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



August 2018

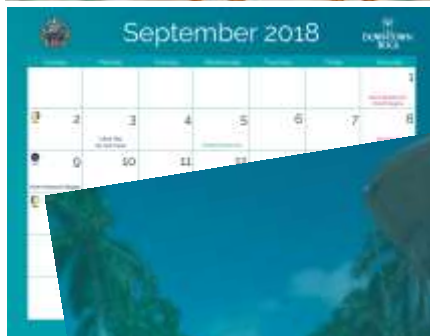
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2018 FRA AWARDS:  
PROMOTION

DOWNTOWN  
BOCA 2018 Calendar

# 2018 Calendar

Images featured in the calendar reflect the variety of the landscape across Downtown Boca



Downtown Boca's annual events and dates are noted throughout the calendar year

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BOCA** 2018 Calendar