

FRA AWARDS

Sanborn Square
Community Enhancements
& Placemaking

WHAT ELSE TO TELL THE JUDGES

DOWNTOWNBOCA

What Else to Tell The Judges

An unexpected but welcome outcome, the **Sanborn Square Community Enhancements & Placemaking** project received a good amount of positive public relations and increased social media recognition for the CRA and the Downtown Boca brand.

PR coverage included stories in four local media outlets, plus a ¼ page story in the Sun Sentinel newspaper, the largest circulation newspaper covering the South Florida market (Miami, Ft. Lauderdale and Palm Beach). The community is also sharing time spent in Sanborn Square on social media, further promoting the space, the enhancements and our branding.

PR Coverage

2A | Sun Sentinel | SunSentinel.com | Wednesday, January 1, 2020 | PM

SunSentinel

GO!

SUNSENTINEL.COM/GOINGOUT

DOWNTOWN BOCA/COURTESY

Downtown Boca has added lighting, tables, chairs and console to Sanborn Square in an effort to attract more visitors, residents and business to the area.

New attractions in downtown Boca Raton aim to draw more visitors

BY AUSTEN ERBLAT

A popular area of Boca Raton has added a few attractions in the hopes of making it even more popular this winter with more on the way.

Downtown Boca, the city's downtown development agency, has introduced new lighting, bistro tables and chairs, umbrellas and console to Sanborn Square, the nearly two square blocks in between Federal Highway and Northeast First Avenue, just north of Palmetto Park Road. These new elements hope to make the area a more active and social destination for residents, visitors and local businesses, according to the organization.

"Creating an inviting, interactive destination that benefits the entire downtown community is what the CRA envisioned, and we are delighted to see it come to fruition for all to enjoy," said Ruby Childers, Downtown Boca manager. Ruby Childers, who also said a ping pong table will likely

be coming to the area in 2020.

The elevated stage area of Sanborn Square now features bistro tables, chairs and umbrellas. The orange color scheme is intended to complement the green and yellow tile work on the existing architecture on the stage.

Up above, new festoon lighting helps make the area more easily enjoyed in the evening and nighttime.

"We're excited to see additions that build the community with activities that will hopefully encourage more walking traffic in the neighborhood on a

more regular basis, on top of all of the great special events usually held in the square," said Ester Vennert, senior director of retail operations at Essential Natural Memory Foam Mattresses, across the street.

A bit closer to Northeast First Avenue, a bright blue concrete console game now invites passersby of any age to a fun and easy game, perfect for family outings, breaks with co-workers, and matches with friends before or after dining or shopping downtown.

Visit DowntownBoca.org.

CELEBRITIES

Tribune news services

BOCA FILE/ALCA PRESS

Justin Bieber's new docu-series will take viewers behind the scenes of his professional and private lives.

The Biebs returns to forum that made him famous

Justin Bieber is launching a docu-series about creating his new album on YouTube, the platform where the singer originally got his start in music over a decade ago.

YouTuber announced Tuesday that "Justin Bieber: Seasons" will debut Jan. 27. The 10-episode series will follow the pop star while he records his first new album since 2015. Before releasing his debut song in 2009, Bieber gained popularity from posting his performances of cover songs on YouTube.

"When I was getting started, YouTube provided me a platform and a community where I could share music, experiences and moments with my fans," Bieber, 25, said in a statement. "It feels great to partner with YouTube for this original documentary series. I want my fans to be part of this journey."

YouTuber says the series will "feature a behind-the-scenes look at Bieber's private life, including never-before-seen footage of his wedding to Hailey Baldwin and his day-to-day alongside those in his inner circle."

— Associated Press

Jan. 1 birthdays: Actor Frank Langella is 82. Singer-guitarist Country Joe McDonald is 79. Actor Rick Hurst is 74. Rapper Grandmaster Flash is 62. Actress Debrah Fierman is 56. Actor Morris Chestnut is 51. R&B singer Tank is 44. Actress Eden Riegel is 36. Bassist Noah Sierota is 24.

BOCA VOICE

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City adds lights, seating to make Sanborn Square more inviting

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Trending Now

City adds lights, seating to make Sanborn Square more inviting

Peek behind the holiday displays and you'll notice the city has added lighting and outdoor furniture to Sanborn Square.

Brightly colored bistro tables, chairs and umbrellas now sit on the elevated stage at 72 N. Federal Highway, just north of Palmetto Park Road. They're movable, but a permanent fixture to make the green space more inviting to locals and visitors, according to the city.

Festoon lighting will remain on after dark. A bright blue concrete console game has been added to the 1.4-acre square close to Northeast First Avenue.

101 PALMETTO PARK

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DOWNTOWN

 BOCA

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BEER

Downtown Boca Adds Community Engagement Elements to Sanborn Square

Downtown Boca has introduced new community engagement elements – including festoon lighting, bistro tables and chairs, umbrellas and cornhole – to Sanborn Square, its central downtown green. More...
by Bocatribune | Published 8 mins ago

Boca Raton Regional Hospital Implements Long-Term Monitoring System To Help Prevent Future Stroke


SIMPLY SHOWING SENSITIVITY

The Boca Raton Tribune is ready!

The 427th edition of The Boca Raton Tribune is ready! If you have not been able to take a look at the latest news from Boca Raton yet, More...

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MONDAY MORNING HIGH FIVE!

Everybody deserves a high five on Monday morning... **ENJOY!**

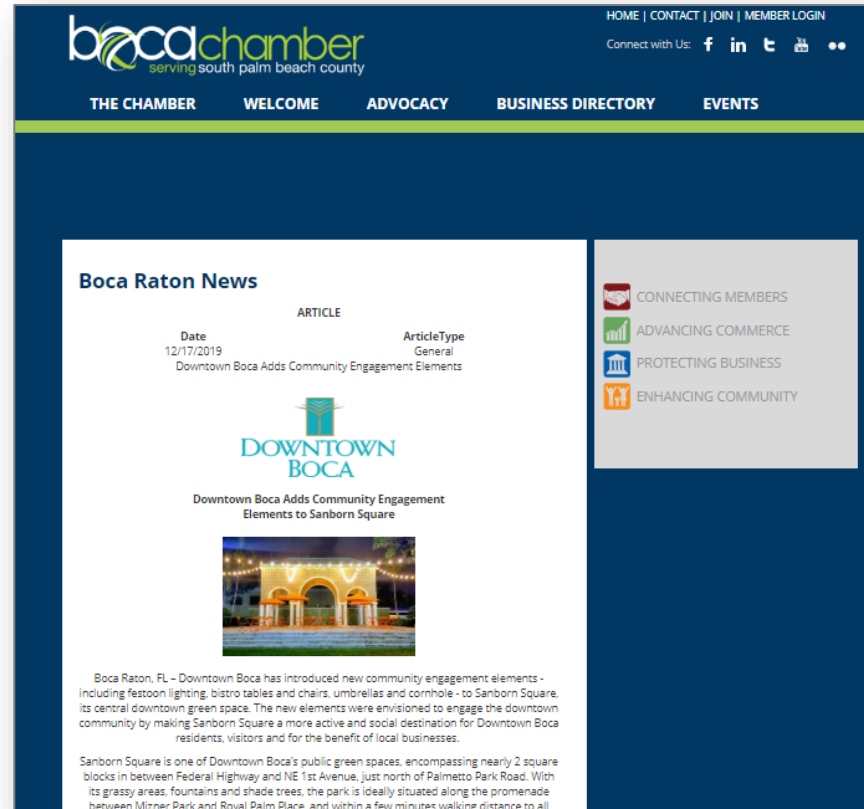
New amenities at Sanborn Square

Downtown residents, businesses and visitors can enjoy some new community engagement enhancements to Sanborn Square. Grab lunch or dinner and dine on new tables and chairs, sit and read a book under an umbrella, or play a fun game of cornhole with family, friends or co-workers.

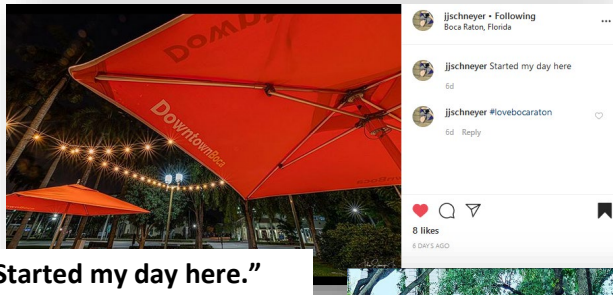
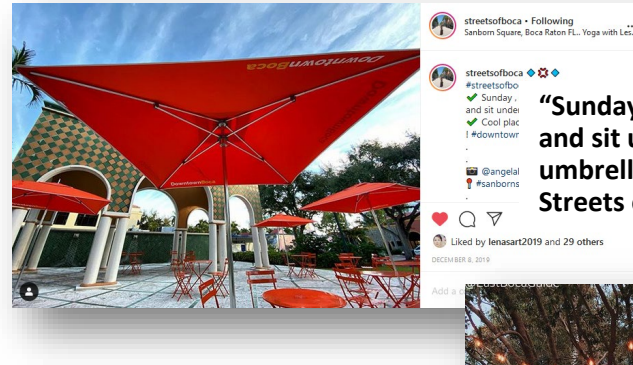
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PR Coverage



Social Media



"How charming is Sanborn Square? We and our dog love walking around there."

