



December 2022						
DOWNTOWN BOCA						
Sunday	Tuesday	Wednesday	Thursday	Friday	Saturday	
			1	2	3	
5	6	7	8	9	10	
	13	14	15	16	17	
19	20	21	22	23	24	
	Sangria Day	First Day of Winter				
27	28	29	30	31	Please recycle this calendar New Year's Eve	



# The 2022 Downtown Boca Calendar

**2022 FRA AWARDS Out of the Box**



# 2022 Downtown Boca Calendar

In order to promote the exciting and prosperous center of Boca Raton, the Community Development Agency designs and prints the annual Downtown Boca Calendar, which is distributed to businesses and patrons in the area. This calendar is integral in promoting local commerce and creating awareness for Downtown Boca events and commerce through fun and aesthetic photographs that display the charm of Downtown Boca.

Most of these photographs were taken by patrons of Downtown and the calendar promotes their social media handles, incentivizing the public to continue to share great photos they take in our district.



**2022 FRA AWARDS** Out of the Box



# Innovation

**Downtown Boca is a reenergized 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 is being able to promote more than just the Downtown Boca logo.**

**The calendar allows the CRA to highlight:**

- **Inspiring photographs that reinforce the charm and excitement of Downtown Boca post-Covid**
- **The CRA boundary map, downtown attractions and annual event dates**
- **Fun and whimsical National Day holidays that can be celebrated at local businesses (I.E. – National Pizza Party Day)**
- **Further promotion of our brand and the CRA's design elements**

**The calendar also features an annual slogan that the agency wants to communicate. For 2022, that slogan was #BackToBusiness, after everything that has happened over the past two years. The CRA wants local businesses and the public to know that Downtown Boca is open for business and thriving!**

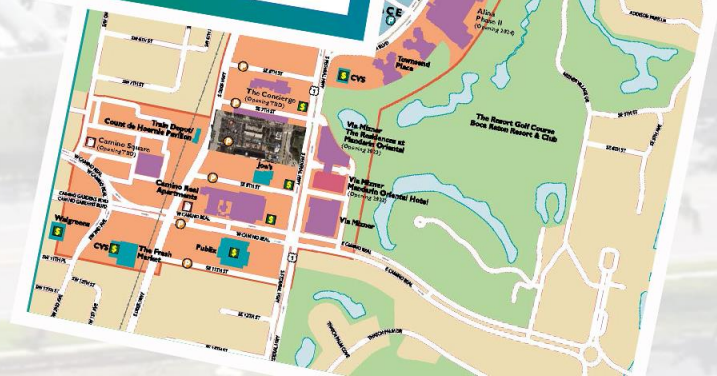
**2022 FRA AWARDS Out of the Box**



# Community Impact

Close to five hundred calendars were delivered to business organizations and members of the community, and CRA staff was able to experience first-hand the response to this promotional item - which was overwhelmingly positive.

Patrons whose photos were featured in the calendar shared photos on their social media accounts and tagged us. Local businesses thanked us for promoting them and asked for extra copies to give out at their place of work. Staff was given the opportunity to further build relationships with business owners, managers, and employees of the downtown business community, opening the doors for enhanced communication and collaboration in the future.



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# Funding

The initial design concept of the Downtown Boca calendar was developed by CRA staff, and photos/images were provided (through request) by local patrons or through in-house photography.

## Calendar Expenses

**Quantity:** 500 calendars

**Distribution:** Free, delivered by CRA staff to businesses across the downtown district in the fall/winter of 2021

**Inclusive Costs (less than \$6 per unit):**

**Design:** \$1,300

**Printing:** \$1,588

**Distribution:** \$0

**Total:** \$2,888



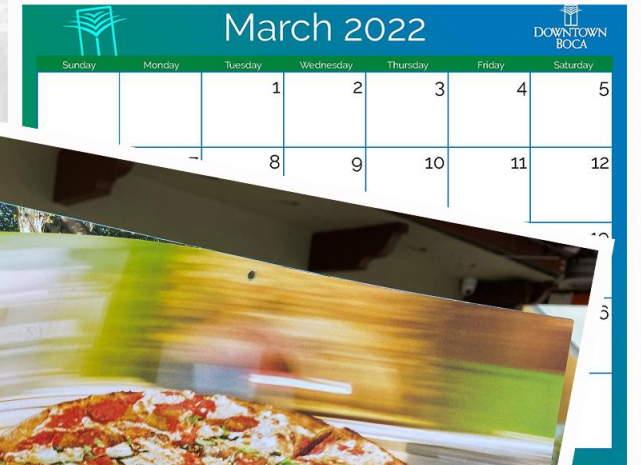
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# Problem Solving

While the CRA has always seen the benefits 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.



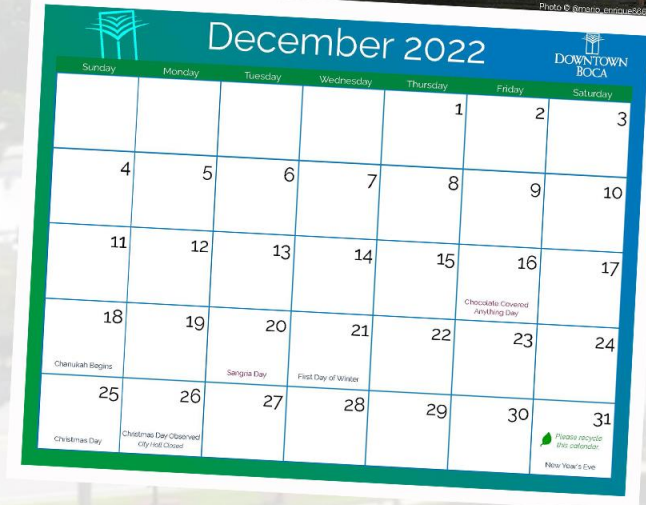
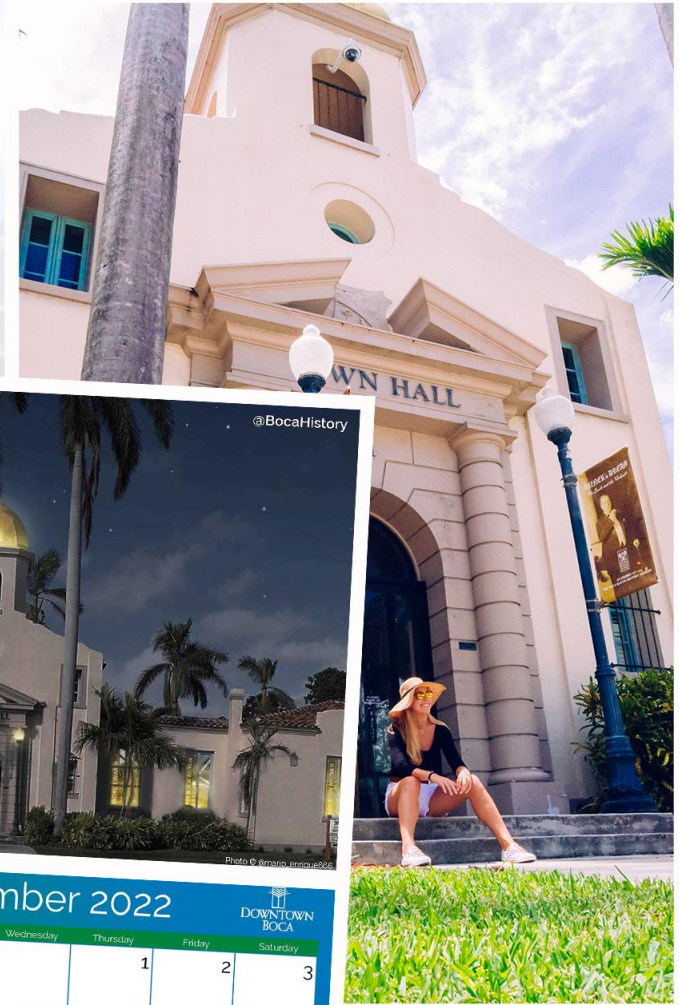
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# Community Applicability

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.



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# DOWNTOWN BOCA

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