



## **Boynton Beach Bucks: *Reactivate Boynton Beach*** **Overview & Application**

### **INTENT**

The intent of the Boynton Beach Bucks business promotional digital marketing campaign is to implement a reward system that encourages and incentivizes community members to visit and patronize businesses located within the BBCRA area.

### **BENEFITS**

The campaign serves as a business promotion that will provide increased exposure and sales for businesses who are interested in participating in the program.

### **BUSINESS SELECTION PROCESS**

All interested and eligible businesses located within the BBCRA area will be eligible to apply to be a featured business for the Boynton Beach Bucks program.

Eligible business types include: restaurants, bars, fitness/health companies, retail stores, marine businesses, and service providers.

Applications will be reviewed and processed on a first-come, first-serve basis.

Approval of interested businesses will be contingent on the number of applications received and available funding.

### **PROGRAM SEGMENTS**

There will be three unique segments of the Boynton Beach Bucks program. Implementation of each segment will be determined based on budgetary constraints and interest from businesses.

### **Business Promotional Events**

- Opportunities will be presented during BBCRA special events for patrons to take advantage of a special Boynton Beach Bucks offer. Exp. at a Rock the Plaza event patrons could participate in a business promotional game (Business Bingo or Business Word Search) for their opportunity to win Boynton Beach Bucks to be utilized at plaza businesses. Alternatively, an opportunity could be created where event patrons could be



incentivized to immediately take advantage of a special offer (BOGO or a complimentary item) at participating businesses via the Boynton Beach Bucks program.

### **Existing Business Promotional Digital Marketing & Social Media Campaigns**

- The Boynton Beach Bucks program will be used in conjunction with existing and new business promotional digital marketing and social media campaigns. Current campaigns for FY 20-21 include: Bon Appetit Boynton Beach, Meet Your Neighbors, and Live Like a Local.
- Social media viewers would be encouraged to visit featured businesses to take advantage of special Boynton Beach Bucks offers. For example, with the Live Like a Local campaign there could be a special offer presented to social media followers to patronize featured businesses for their opportunity to win Boynton Beach Bucks to be used at the specified businesses at a future date. Individuals would be asked to share a photo of themselves patronizing one of the specific businesses or to submit a copy of a receipt to confirm a purchase for their opportunity to be entered into a special drawing.
- Frequency of drawing will be dependent on how the promotion is presented. It could be weekly, bi-weekly, or monthly.

### **Independent Campaigns**

- To be inclusive of businesses that may not be suitable for the other two segments of the Boynton Beach Bucks program there will also be an option for independent campaigns. These campaigns could be associated with national holidays or recognition days. For example, on National Sandwich Day a Boynton Beach Bucks offer could be created to offer the first 25 people who order a sub or sandwich from a participating eatery (Tsunami Subs, The Butcher & The Bar, OK&M) a \$5 discount off their purchase.

### **IMPLEMENTATION**

- A special business promotion will be created depending on the program segment that is being promoted (Example: \$5 off for the first 50 QR codes scanned at Bailey's Blendz or buy one small ice cream and get one free at Boardwalk Italian Ice & Creamery)
- A unique QR code will be generated for each Boynton Beach Bucks promotion.
- A designated page on the BBCRA website will be updated with the QR code and special offer for the featured business(es).
- Businesses will be provided with a branded Boynton Beach Bucks print out to display at or near their POS system that will display the QR Code.

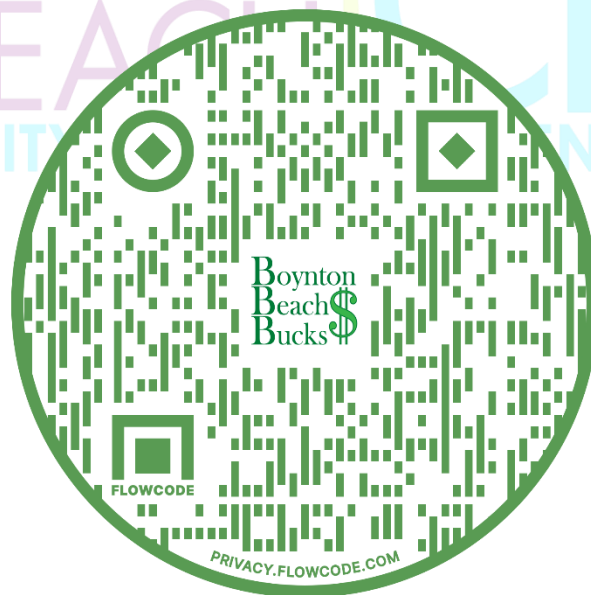
# Boynton Beach\$ Bucks

- Community members and BBCRA social media followers will be encouraged to visit the featured business(es) and scan the designated QR code within a specified time period to take advantage of the special offer.
- Upon scanning the QR Code the participating patron will be directed to a designated page on the BBCRA website to complete a short feedback survey.
- Upon completion of the survey, the patron will show an employee at the business the screen on their phone that shows that they completed the survey to redeem their special offer.

## **PAYMENTS**

- BBCRA staff will work with businesses on a case-by-case basis to determine the best business promotion and the amount that will be allocated for the offer.
- Following the campaign, businesses will need to submit an invoice to the BBCRA for reimbursement.
- All invoices will be reconciled against the number of surveys completed via the QR code that is generated for each campaign.

## **QR CODE EXAMPLES**





## Participant Application

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

How long has your company been located in Boynton Beach: \_\_\_\_\_

Are you currently running any special promotions that could possibly be run in conjunction with a Boynton Beach Bucks promotion? Yes or No

If you answered yes, please provide details:

\_\_\_\_\_  
\_\_\_\_\_

Which Boynton Beach Bucks segments are you interested in? Select all that apply.

- ☐ **Business Promotional Events**
- ☐ **Special Digital Marketing & Social Media Campaigns**
- ☐ **Independent Campaign**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Applications can be submitted in-person or by email to:

Boynton Beach CRA  
100 E. Ocean Avenue  
Boynton Beach, FL 33435

Mercedes Coppin  
[coppinm@bbfl.us](mailto:coppinm@bbfl.us)