



Marketing + Communications

FY24 Report **July – October 2024**

Presented by:

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Goals



Enhance Communication

Strengthen outreach through clear, consistent communication about CRA projects and educate the community on upcoming, ongoing, and completed redevelopment initiatives.



Boost Community Engagement

Encourage resident participation in Neighborhood Advisory Committee meetings and CRA initiatives by highlighting the importance of public input.



Highlighting CRA Investment Program Success Stories + Opportunities

Showcase success stories from the CRA Investment Program on the website, provide accessible information on how commercial property owners can get involved in these initiatives.





POV: YOU FIND A HIDDEN
GEM IN PALM CITY

Enhance Communication: Completed Projects

Communication initiatives included website updates to highlight completed projects and awards, dedicated email campaigns, social media, media submissions

Highlights:

- CRA award recognitions for projects in Golden Gate, Old Palm City and Rio
 - Total of 2,266 emails sent, 56% open rate
 - Award recognitions also featured in *County Connection* (2,368 subscribers) and *Friends & Neighbors of Martin County*
- The Patio at Palm City Place
 - Digital article featured on Florida Redevelopment Association website
 - To be showcased in the 2024 Winter Edition of the *FRPA Journal* and featured on the *Public Spaces and Facilities Showcase* webpage of www.frpa.org
 - Article to be featured in November's *Palm City Neighbors* magazine
 - Instagram reel had 12k views and 393 likes
- Ripple Stormwater Eco-Art Project
 - Article to be featured in Florida Native Plant Society's magazine, *The Palmetto*
 - Instagram reel had 6,888 views and 400 likes
- Narrated tour video with drone footage and close-up shots, created in collaboration with MCTV

Insert Ripple Project Video

Boost Community Engagement: NAC Meetings

- Introduction of the 3-point touch email communication strategy:
 - Meeting Announcement
 - Meeting Reminder
 - Meeting Recap: **NEW**
'CRA Community Pulse'

Total of 12,657 emails sent
Average open rate of 48.96%

- NAC Vacancy Recruitment for Golden Gate, Hobe Sound, Port Salerno
 - 1346 emails sent
 - 100 flyers distributed

COMING SOON! NAC Outreach Reels
with CRA Program Managers



Become a Leader in Your Community: Join Your Neighborhood Advisory Committee!

Martin County is seeking engaged residents, business or property owners to apply for appointment to the Neighborhood Advisory Committee (NAC) for the following Community Redevelopment Areas:

- Golden Gate CRA
- Hobe Sound CRA
- Port Salerno CRA

As a member of the NAC, you'll have the opportunity to:

- Prioritize future projects and community improvements.
- Offer advice on redevelopment initiatives and infrastructure planning.
- Collaborate with fellow community members and local leaders.
- Preserve and celebrate community character and identity!

Who can apply? To qualify, you must be a Martin County resident and meet one of the following criteria:

- Live in the CRA for at least one (1) year.
- Own a business in the CRA for at least one (1) year.
- Manage a business in the CRA for at least two (2) years.
- Own property within a mile of the CRA for at least one (1) year.

Meetings: 6 per year
Term Length: 4 years

Apply today! For an Application, please call Martin County Administration at **772.288.5756** or email **dgordon@martin.fl.us**

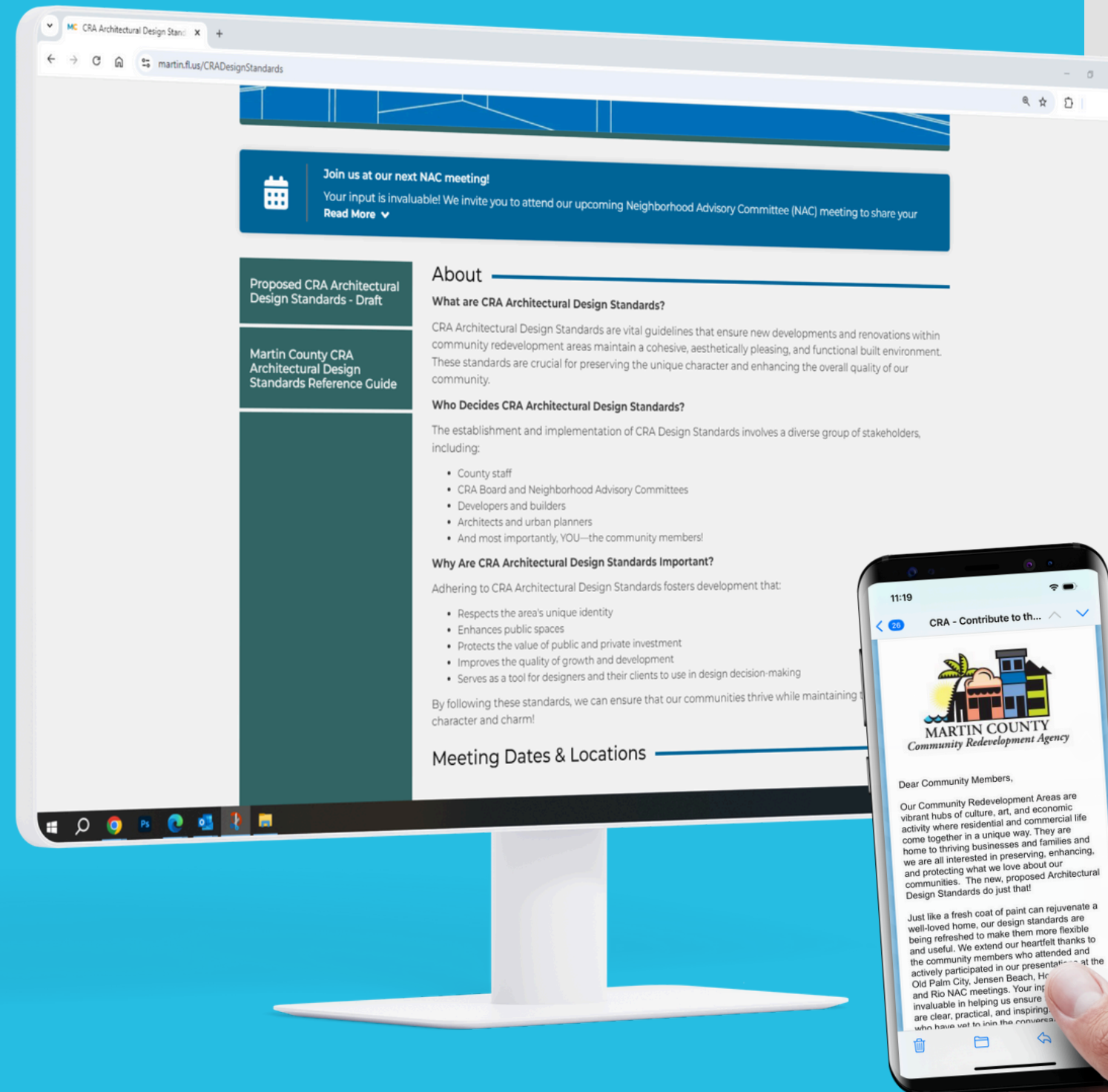
Application Deadline: October 18, 2024

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Boost Community Engagement: Architectural Design Standards

- Creation of a dedicated webpage
- Outreach initiatives included dedicated email campaigns, *County Connection* features, *In the Spotlight* feature on the County's website homepage, and MAK's Minute YouTube Short

Total of 5,759 emails sent
Average open rate of 51%



Highlighting CRA Investment Program Success Stories + Opportunities

- Updated webpage featuring completed projects as well as a digital application
- Outreach initiatives included the creation of an Investment Program trifold brochure to be mailed with an accompanying invitation letter as well as social media features
- **COMING SOON!** Before/After videos in partnership with MCTV

