

# COMMUNICATIONS & PUBLIC RELATIONS

Board Report

January–August 2026



# SOCIAL MEDIA AT A GLANCE

| Channel group                    | Impressions | Engagements | Posts |
|----------------------------------|-------------|-------------|-------|
| DowntownWPB<br>143,733 followers | 2,875,029   | 94,529      | 1,338 |
| DDA<br>9,392 followers           | 354,998     | 21,573      | 513   |

**DowntownWPB: experiences and reasons to visit**

**DDA: our work, local businesses and community connections**

Jan-Aug 2026. Impressions include repeat views. Engagements include clicks.

# CONTENT THAT CONNECTS



## QUÉ BACANO

8,286 engagements  
274 shares



## WORLD CUP GUIDE

4,224 engagements  
1,582 link clicks



## THE DOWNTOWNERS

881 engagements  
15 comments

Selected Facebook posts: February 6, July 1 and June 25, 2026.

# DOWNTOWNWPB BLOGS

Useful guides for discovering places and planning a visit

More Than Books: 10 Things You  
Can Do at The Mandel Public  
Library

JULY 8TH, 2026



**MANDEL PUBLIC  
LIBRARY**

July 8, 2026

Five Downtown West Palm Beach  
Restaurants with a View

APRIL 14TH, 2026



**RESTAURANTS  
WITH A VIEW**

April 14, 2026

Savor DowntownWPB During  
Flavor South Florida!

AUGUST 31ST, 2026



**FLAVOR  
SOUTH FLORIDA**

August 31, 2026

# WORLD CUP: A BLOG AND REEL TOGETHER



## THE REEL

Shown the atmosphere and places to watch

1,582 Facebook link clicks

## THE BLOG

Gave readers venue details to plan their visit

4,309 website views

*A shared topic gives audiences an easy next step from the reel to the guide.*

# WELCOMING DOWNTOWN BUSINESSES



**“Amazing  
revitalization  
of the space”**

*Comment on the Garden  
Butcher ribbon-cutting post*

A local opening gives us  
a story about the people  
investing in downtown.

# RIBBON CUTTINGS EXTEND BUSINESS VISIBILITY

Instagram reels extend each business opening's visibility.



**GARDEN BUTCHER**

14,494 plays  
492 engagements



**HANDMADE CO-OP**

6,385 plays  
227 engagements



**BYD CAFÉ**

6,746 plays  
126 engagements



**ARYA TEA BAR**

6,127 plays  
162 engagements

# WAKE UP WEST PALM

Monthly interviews introduce the people behind downtown businesses.



*Behind the scenes at  
Blue Mountain Coffee House*

## TOP FACEBOOK EPISODES

### [Tacos del Cartel](#)

522 video views (February 11)

### [CRL Media](#)

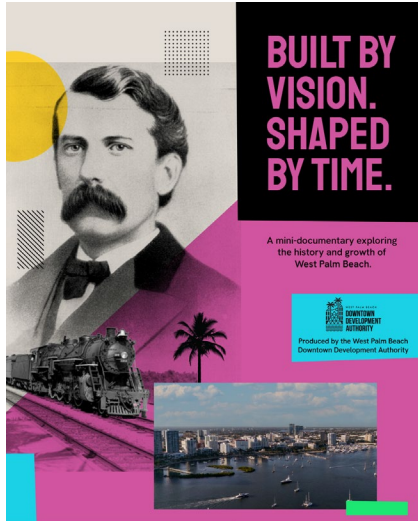
449 video views (March 11)

### [Avocado Grill](#)

392 video views (April 8)

*Full episodes ranked by video views in the Jan-Aug  
2026 export.*

# NEW WAYS TO DISCOVER DOWNTOWN



## BUILT BY VISION. SHAPED BY TIME.

Our history through a new  
mini documentary



## DOWNTOWNWPB UNLOCKED

A free, self-guided experience  
connecting 30+ locations

# DOWNTOWN IN THE NEWS

NEW & NOW



EXPLORE

## KEY TO THE CITY

Your next downtown stroll just got a high-tech upgrade thanks to the City of West Palm Beach's new digital dimension. The West Palm Beach Downtown Development Authority partnered with app developer iOverlayer to launch **DowntownWPB Unlocked**, an immersive augmented reality walking tour that transforms more than 30 sites (including civic landmarks, public art, retailers, and restaurants) into interactive storytelling.



LITERATI

## Wonderfully

# 95 MEDIA PLACEMENTS

# \$14.21 MILLION



Boynton Beach's **Schoolhouse Children's Museum** recently reopened after closing for several months for required repairs and to add an interactive installation. The new exhibit utilizes artificial intelligence to tell the story of Charlie Pierce, one of the region's famous "barefoot Mainmen" from the late 1800s and early 1900s who delivered letters and packages between cities. To celebrate this addition, the historic building's renovations, and the start of summer, the museum will host a special community event with family-friendly activities, Kona Ice, and more May 30. ([schoolhousemuseum.org](http://schoolhousemuseum.org)) —*Mary Murray*



ABOVE, FROM LEFT: ALISA SHERIN, PRESIDENT OF THE HISTORIC BOARD OF DIRECTORS; MERLIN HARRIS, THE MUSEUM'S EXECUTIVE DIRECTOR; AND HARVEY OYER, BAREFOOT MAINMAN RELATIVE.

Rocke's temporary rest by a 12-foot margin. What's more, his is one of only two headstones on Palm Beach island (he's buried next to a dog named Laddie), both located in the Pizzo Al Fresco courtyard.

• **Juno Beach** has remnants of the smallest railroad in the world, a narrow-gauge line that linked the northern and southern parts of Palm Beach County in the late 1800s.

• **Lake Worth Beach's** Midright Sun Festival is one of the few places outside Finland where attendees can watch husbands carry their wives on their backs as they race through an obstacle course.

• In West Palm Beach, you can order peanut butter cups the size of a pizza and score hard-to-find and fabulously candies at the Bulk Candy Store. —*S.S.*

## WPBF

Qué Bacano Latin Dance Showcase  
March 30

## CBS12

DowntownWPB Unlocked launch  
April 14

## PALM BEACH ILLUSTRATED

"Key to the City"  
May issue

# STAFF VOICES IN THE MEDIA



Culturally Speaking  
podcast with Patrick  
Franklin



Day Tripping in The Palm  
Beaches – Ways to  
Explore



WPBF interview for Latin  
Dance Showcase

*Staff helped explain downtown's experiences, services and community work.*

# PALM BEACH POST ADVERTORIAL

## PAID STORYTELLING

## How the West Palm Beach DDA is Building a Sense of Community in a Growing Downtown

Showcasing how our events and useful information help people explore, move through and connect with downtown.

Paid storytelling, published August 23, 2026

ADVERTISEMENT

## How the West Palm Beach DDA is Building a Sense of Community in a Growing Downtown

**A**s downtown districts nationwide struggle to fill commercial, retail, and residential vacancies, Downtown West Palm Beach's unprecedented growth and expansion have become a glowing international example of what's possible when business communities, municipal entities, elected officials, and residents work in concert. In South Florida, the West Palm Beach Downtown Development Authority has been instrumental in driving the region's success.

An independent special taxing district created in 1967, the DDA provides programs and services that go beyond standard municipal services. Its work includes daily clean and safe services, public space improvements, business assistance, community programming, mobility partnerships, research, long-term planning, and communications that connect people to downtown.

"Our work focuses on the complete downtown experience from the condition of a sidewalk and the appearance of a public space to how someone discovers a local business, gets to work, attends an event, or feels when they arrive downtown," explains DDA Executive Director Teneka James-Feaman.

She cites the Downtown Ambassadors program as a prime public-facing example of DDA's daily work as the Ambassadors clean, pressure wash, remove graffiti, provide hospitality and pedestrian assistance, [and next month, the program expands with a half-dozen new Ambassadors].

Downtown West Palm Beach has evolved into everything from a business, retail, and financial hub to a dining and nightlife destination ... from a residential neighborhood and cultural arts center to an internationally renowned waterfront community and picturesque venue for fitness activities galore.

"The Downtown experience is especially compelling in that you can come here for



LET'S VIBE! combines live music, hands-on art, local food, and a rotating vendor market.

one reason and stay for another," notes James-Feaman. "You might come here for a meeting, stay for dinner, walk along the waterfront, discover public art, or find a fun, family-friendly event."

While Palm Beach County's tropical paradise has been described as a "community in motion," the DDA believes that means more than just events listed on a calendar.

"For us, it means creating a place where public spaces are being used, people are connecting, businesses are participating, and residents and visitors are continually finding new reasons to explore," explains James-Feaman.

Connecting people to and throughout downtown is also an important part of the DDA's work. Through its partnership with the City in the new West Palm Move mobility program, as well as its partnership with WPBgo, the DDA helps residents, workers, students, employers, and visitors increase awareness and use of the many transportation options available in and around downtown. Downtown is connected to the broader region through

Tri-Rail and Brightline, while the DDA's collaboration with BrightBike provides an additional option for shorter trips within downtown and surrounding areas. Once in downtown, the DDA provides a wide range of programs and experiences to further that sense of community, including:

• **Let's VIBE!** transforms a different downtown location into a community gathering place with live music, hands-on art, local food and a rotating vendor market. Moving the program among public spaces encourages participants to experience places they may ordinarily pass by.

• **DowntownWPB Unlocked** turns exploration itself into an experience. The free, self-guided augmented reality program connects more than 30 locations across downtown, bringing art, history, architecture, landmarks, public spaces, restaurants and retailers to life through a smartphone.

• **Sunset Sweat** brings the community together through outdoor fitness and wellness. The most recent event welcomed more than 1,000 participants

to the Great Lawn, demonstrating how a public space can become a shared destination for movement and connection.

• **DowntownWPB Coffee Fest** creates a direct connection between the community and downtown businesses. The event exclusively features downtown coffee shops and related businesses, giving them an opportunity to introduce their offerings to workers, residents and visitors.

• **Fern Street Chess Park** shows that activation does not always require a scheduled event. Created by the DDA as the first established chess park in Palm Beach County, the free public amenity has become a gathering place for players of different ages and skill levels.

Together, these programs demonstrate different ways a downtown can move: physically, socially, culturally and economically.

Experiences are designed to create foot traffic, increase visibility, encourage people to spend more time downtown and introduce them to restaurants, retailers, cultural destinations and entrepreneurs they may not otherwise discover.

The DDA's work also depends on collaboration with the City of West Palm Beach, Community Redevelopment Agency, residents, businesses, property owners, cultural organizations, mobility partners and community groups.

Growth alone does not define a successful downtown. Success also means ensuring people can move throughout the district, businesses benefit from continued activity, public spaces remain welcoming and people maintain a sense of connection and belonging.

As DDA Executive Director Teneka James-Feaman explains, "Our role is not simply to respond to what downtown is today. It is to help shape what comes next."

**LEARN MORE ABOUT YOUR DDA**  
See how the West Palm Beach DDA is helping Downtown West Palm Beach move forward.

[DowntownWPB.com/DDA](https://downtownwpb.com/DDA)

"Our role is to bring different interests together around shared priorities and help create a downtown that is vibrant, welcoming, and accessible to all. Teneka James-Feaman, DDA Executive Director

# FFEA SUNSATIONAL AWARDS

11 honors: 5 first, 3 second and 3 third place



*Sabrina at the conference*

| Recognized work                      | Award placements                                                   |
|--------------------------------------|--------------------------------------------------------------------|
| Downtown West Palm Beach             | 1st: Facebook, Television, TikTok                                  |
| Built By Vision.<br>Shaped By Time.  | 2nd: Television                                                    |
| DowntownWPB<br>Unlocked              | 2nd: Signage<br>3rd: Radio, Website                                |
| WPB Arts &<br>Entertainment District | 1st: Instagram                                                     |
| West Palm Beach<br>Lantern Festival  | 1st: Promo Video<br>2nd: DEI Initiative<br>3rd: Community Outreach |

# WEBSITE: DISCOVERY AND PLANNING

| Jan-Aug comparison            | 2026    | 2025    | Change |
|-------------------------------|---------|---------|--------|
| Website views                 | 203,167 | 265,096 | -23.4% |
| New users from organic search | 54,235  | 50,889  | +6.6%  |

## Pages people visited

Calendar: 7,821 views

Lantern Festival: 7,223 views

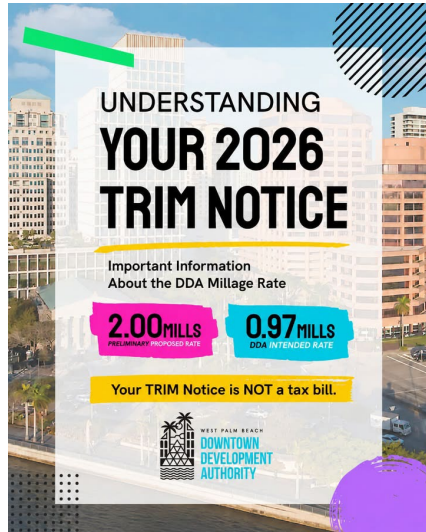
Nightlife: 6,670 views

Unlocked: 6,195 views

Organic search brought 6.6% more new users, despite fewer overall website views.

# USEFUL INFORMATION FOR DOWNTOWN

Clear explanations of our role, services and getting around



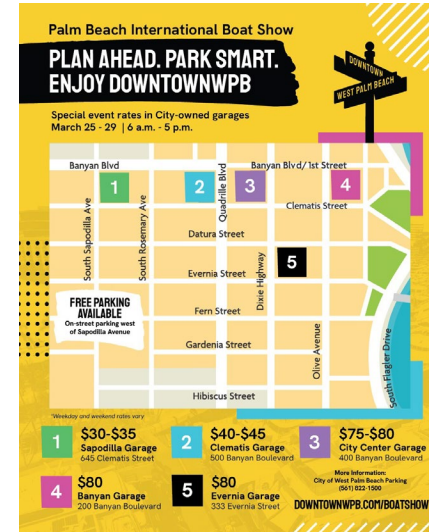
## DDA MILLAGE

August 5, Facebook



## MOBILITY CHANGES

May 29, Facebook



## EVENT PARKING

March 25, Instagram



# WHAT'S AHEAD: COMMUNICATIONS

**A proposed direction for clearer understanding**

## **EXPLAIN THE DDA'S ROLE**

Short stories about our services and advocacy, with clear explanations of who handles what.



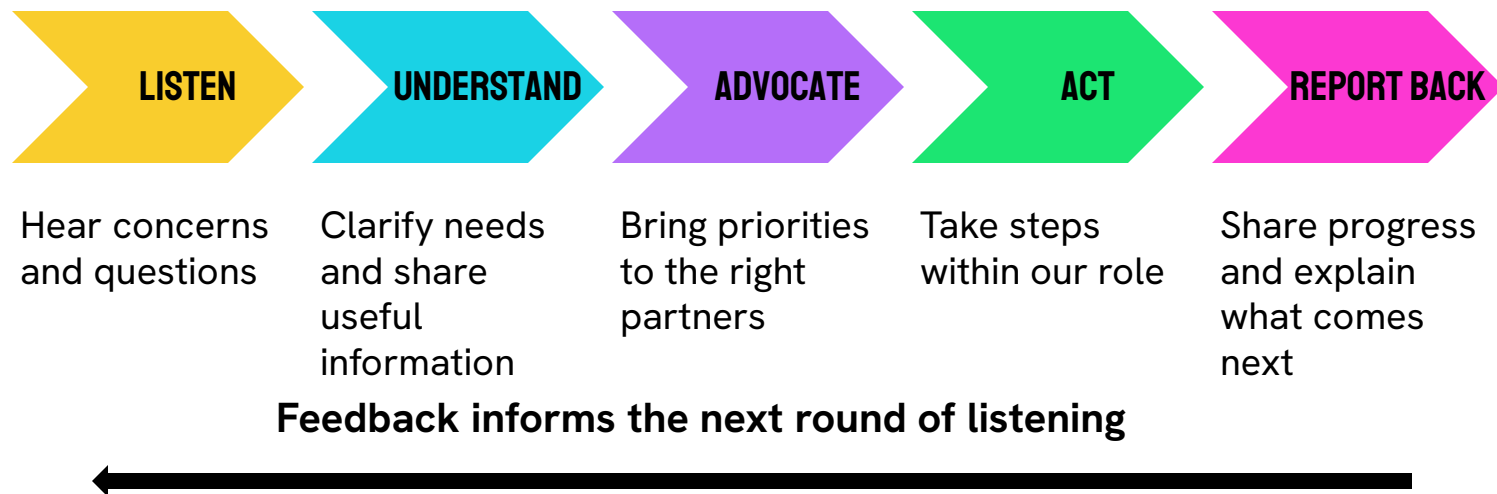
## **SHOW THE WORK AND INVITE QUESTIONS**

Connect updates to everyday downtown experiences, with clear ways to learn more or reach the right team.

*Continue the events, business stories and useful guides people enjoy.*

# COMMUNICATIONS & ENGAGEMENT

A proposed process for turning community input into follow-up



Education throughout: our role, available services and next steps.

# WHAT'S AHEAD



## COMMUNITY & BUSINESS

Park(ing) Day Yappy Hour  
DDA Open Houses  
More local business stories



## UPCOMING EXPERIENCES

GreenMarket and Bike Valet, Oct. 3  
Sunset Sweat  
Let's Vibe  
Qué Bacano  
Coffee Fest  
West Palm Beach Lantern Festival

**MORE TO EXPLORE**



# QUESTIONS?

