

Boynton Beach CRA putting short videos of downtown businesses online

By [LONA O'CONNOR](#)

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BOYNTON BEACH — Nowhere on Lisa Bright's job description does it say "cue card girl." But someone called in sick, so Bright, director of the city's community redevelopment agency, jumped in on short notice for the job, which amounted to holding up a manila file folder on which someone had hand-lettered, "My name is" and a few other cues.

This low-budget indie film will probably not show up at Sundance. It's more of a viral video, or at least that's what Bright and CRA marketing director Margee Walsh are hoping.



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April Majoy (left) and Lisa Bright (right), director of Boynton Beach's CRA, give Kim Kelly, owner of the Hurricane Alley restaurant, help with her lines via cue cards while filming an online video.

The idea is to make short, inviting videos of downtown businesses and put them up on an Internet site that will lure customers downtown.

If beautification and renovation is the hardware of downtown redevelopment, then projects like this video marketing campaign are the software. Call it CRA 2.0.

In fact, the building at 531 E. Ocean Ave. that houses the Hurricane Alley restaurant has already received physical improvements, thanks to grants from the CRA, including awnings and a wider sidewalk allowing for outside tables in pleasant weather.

Situated within sight of the Intracoastal Waterway bridge, Hurricane Alley is in an area at the east end of the city that boosts hope will be a mini-version of Delray Beach's Atlantic Avenue. At this point, however, the key for any business is to stay economically healthy until the economy revives. And a low-cost marketing idea is just the ticket.

Hurricane Alley is busy serving fish dishes to its regular lunchtime crowd. But owner Kim Kelly, the video's star and narrator, hopes the video of her restaurant will add new customers.

"Hey, get the cue cards right this time," Kelly teases Bright.

The video is free to the 500 or so businesses in the CRA district, which includes the east side of the city, from George Bush Boulevard north to Gateway Boulevard.

Once edited, each video will be linked, along with photos and other information, to a special Web site called the "CRA Business District Google Map." Bright plans to present the project to the CRA board at its July 14 meeting and roll out the first nine videos on the site in August.

The cost to the CRA was about \$1,000, including a videocam, editing software and training for CRA marketing and events assistant April Majoy, the videographer.

Once business owners started noticing the video crew working downtown, they began calling Bright for appointments.

Kim Kelly, restaurateur, star and narrator, studies her lines nervously. On Majoy's command, "Take One," she introduces herself and the restaurant. She makes a similar video for Eye of the Storm, her ice cream parlor next door to the restaurant.

She stammers, stops, giggles, restarts, then nails her short speech.

"Kim, you're doing great, really," said Bright. "You're a natural."