



CRA
Agenda Request Form

Meeting Date January 15, 2025

Agenda Item No.

Agenda Title: Presentation on CRA Marketing Plan

[X] SPECIAL PRESENTATION/REPORT [] CONSENT AGENDA
[] OLD BUSINESS [] NEW BUSINESS
[] DISCUSSION FOR FUTURE ACTION [] OTHER: General Business

Approved by Executive Director: Bambi McKibbon-Turner **Date:** _____
Allison Justice, CRA Administrator
Name/Title

Digitally signed by Bambi McKibbon-Turner
DN: cn=Bambi McKibbon-Turner, o=Town of
Lake Park, ou=Assistant Town Manager/
Human Resources Director,
email=bturner@lakeparkflorida.gov, c=US
Date: 2025.01.08 16:24:53 -05'00'

Originating Department: Executive Director	Costs: \$ Funding Source: Acct. # [] Finance _____	<u>Attachments:</u> → Presentation
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Summary Explanation/Background:

The CRA approved a contract with Redevelopment Management Associates (RMA) in July 2024 to complete a Marketing Plan and District Branding for the CRA. The kickoff for this project was in August 2024.

During the creation of the Marketing Plan, the CRA has undertaken efforts to increase awareness of Downtown Lake Park through participation in the November 16 Rust Market and an expansion of the Holiday Tree Lighting event on December 6th. This plan will detail future marketing and placemaking efforts that should be considered for the Lake Park CRA.

The Marketing Plan is intended to be a guide for marketing efforts for the next several years to further the goals outlined in the CRA Plan. The Plan is detailed enough to be implemented but also flexible enough to be adjusted based on the growth of the CRA District.

Marketing Plan Outline:

1. Situation Analysis
 - a. Demographics/Psychographics
 - b. Competitive Analysis
 - c. Digital Audit
2. CRA Marketing Goals
3. SWOT Analysis
4. CRA Strategic Marketing Plan
 - a. Goal 1: Establish Downtown Lake Park and CRA Brand
 - b. Goal 2: Increase Business and Community Engagement
 - c. Goal 3: Attract Private Investment and Recruit Target Industry Business
 - d. Goal 4: Attract new Customer Base

Next Steps:

The next steps include Branding the Downtown and hiring a CRA Coordinator for additional implementation of this Plan.

- Branding will begin in February 2025
- Marketing/Project Coordinator job posting, January/February 2025

Recommended Motion:

Presentation only