

November 6 2024

Exhibit D



Special Call CRA Meeting CRA Administrator Updates

Businesses:

1. Brooklyn Cupcakes: Brooklyn Cupcakes has vacated their space at 796 10th Street. Staff is working on a request to the Board to assign the grant agreement with Brooklyn Cupcakes to the owner of the property who is gaining the improvement value of the grease trap and other improvements. There are approximately 2 years left in the agreement
 - a. Hugo's Catering will be occupying the Brooklyn Cupcake space and will operate a catering operation as well as a grab and go/fast casual restaurant.
2. 796 10th Street: They are under construction, but not likely to complete by the end of December. The grantee would like to request an extension to their Grant agreement. A date for completion will be forthcoming.
3. 801 Park Avenue: Two new leases have been signed at the 801 Park Avenue building. A construction company showroom and a hair salon.

754 Park Avenue:

The owner was unable to attend the meeting; however, a meeting was held on October 28 with the property owner, contractor, permit expeditor, building inspectors and city staff (Interim Town Manager, Community Development, CRA). It was determined that the contractor needs to work more closely with the building department and resubmit the application. The contractor will first get all of the comments addressed from the first round and resubmit. Although a time for submittal is unknown, the contractor and owner have agreed to move forward as rapidly as possible.

Pocket Park Signage:

CRA is currently receiving quotes and design ideas for the Park sign and memorial plaque. Design options will be brought to the CRA Board for Approval as well as a consensus on what names should go on the plaque.

Park Avenue Landscaping:

Following the completion of the Streetscape/Landscaping project along Park Avenue, the CRA's Landscape company has estimated that it takes them more man hours to complete the maintenance. Therefore, Vincent and Sons has increased their pricing approximately \$2,600

per month. Vincent and Sons is in their final year of the landscape maintenance contract and the CRA was due to bid this in March of 2025 for a new contract in June. Staff is preparing the bid document now and recommending a bid to be issued at this time, so the new contract will be in place by early 2025.

Marketing Plan Update:

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. On September 9, 10 and 11 the RMA team joined the CRA Administrator for a total of four (4) meetings to engage the businesses within the CRA. Total attendance of these meetings was approximately 50 with an attendance of around 25-30 Lake Park businesses. Engagement was high in these meetings as we discussed what a CRA does and can do, what they think about Lake Park and the Downtown Brand and how we can increase exposure of Lake Park.

As part of the ongoing discussions with businesses to bring more exposure to Lake Park Businesses, the CRA is recommending more involvement from the business community and by the CRA within the Rust Market and throughout the holidays. The details were discussed at a meeting on October 17, 2024 and through one on one discussions with interested businesses. A mailer was also distributed to all Park Avenue and 10th Street businesses to encourage participation.

RUST MARKET:

Beginning in November 2024, and continuing January 2025 and March 2025, the CRA will utilize the construction fence at the 754 Park Ave building for an interactive community art project. The parking lot of the 800 Park Ave building will also be used for enhanced business participation, CRA information and added music/ambiance.

HOLIDAY EVENT:

The Town and CRA will host the annual holiday tree lighting on December 4, 2024. In an effort to continue to share information on the CRA and to encourage patrons for local business, the CRA will be adding to this event by:

1. Expanding event from 6-9PM
2. Expanding advertising efforts for event and holiday display
3. Adding additional entertainment and activities along Park Avenue
4. Assisting businesses in hosting a "Holiday Flower" bouquet event to encourage patrons
5. Hosting a window display contest for Park Avenue businesses
6. Add transportation from the neighborhoods via a Circuit electric vehicle.

HOLIDAY DISPLAY:

The holiday display along Park Avenue will continue this year and Park Avenue will be lit from November 28th through December 31st. Expansion to the display this year will include:

1. Lights on Town Hall
2. Encouraging lights on Park Avenue properties (white border lighting)

3. White border lights on the CRA building at 800 Park Ave and the Lake Park Fire Station at 1000 Park Ave.
4. Temporary sound playing holiday music from 4PM-10PM nightly
5. Additional advertising of the month long display

The completion date for the Marketing Plan is scheduled for late November and is scheduled to be presented to the CRA Board on December 4, 2024. Following the completion of the Marketing Plan, District Branding will begin.