



CRA
Agenda Request Form

Exhibit A

Meeting Date: November 6, 2024

Agenda Item No.

Agenda Title: Presentation on ongoing CRA Marketing efforts

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

Bambi McKibbon-

Approved by Executive Director: Turner

Date:

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: 2024.10.22 11:12:10 -04'00'

Allison Justice, CRA Administrator

Name/Title

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. 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 art project and the parking lot at the CRA Building to enhance participation in the Rust Market through providing more information, additional entertainment and an opportunity for more CRA businesses to be involved.

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. Potential transportation through a partnership with Circuit (TBD)

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.

Recommended Motion:

Presentation only