

Town of Lake Park CRA



Downtown Lake Park Branding Initiative

CRA Board Selection Presentation

June 17, 2026

Prepared for discussion and direction

Exhibit E



CRA Board Decision Today

1

2

Updated Selection Process

1

Review 2 brand promises

Board reviews the positioning language that will guide the brand. This will be brought back to the board to vote on after stakeholder input.

2

Select 2 of 3 logo concepts

CRA Board narrows the field to two logo finalists. Final 2 logos refined to include color application.

3

Take final logo concepts to downtown stakeholders

Downtown stakeholders participate in preference surveys

4

Present final preference survey to CRA Board

Board adopts final selection

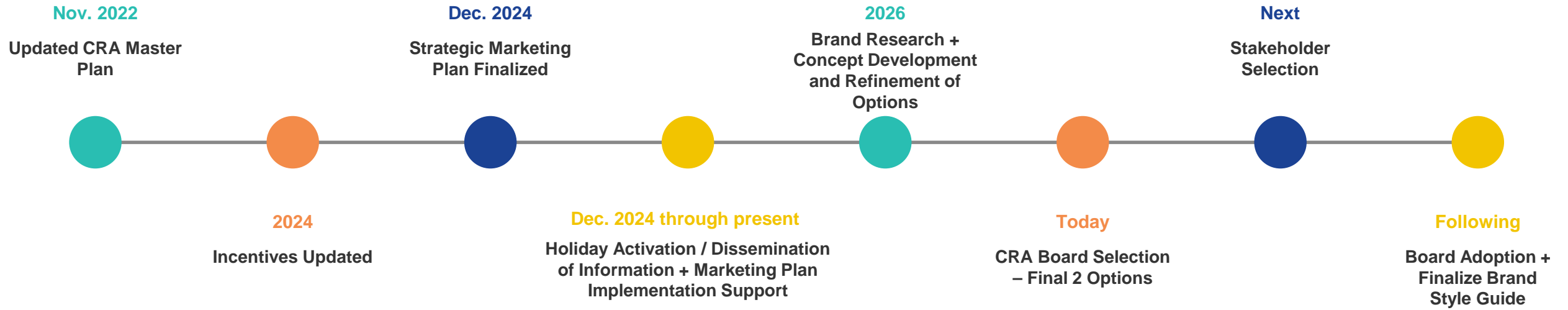
5

Build out final brand system

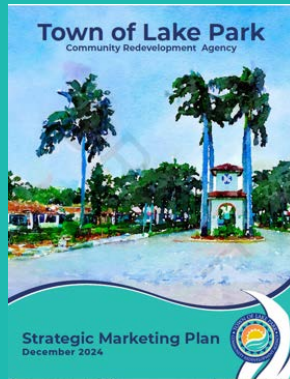
Finalize color, typography, brand standards, templates, and launch materials.

BACKGROUND & TIMELINE OF WORK

The branding work builds on the updated CRA Master Plan and the Strategic Marketing Plan situation analysis and implementation actions.



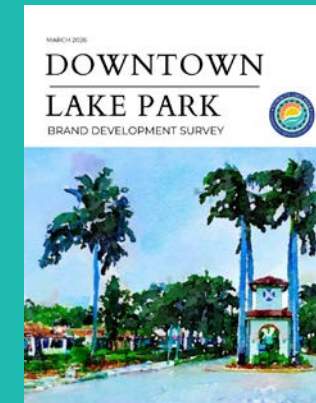
CRA Master Plan



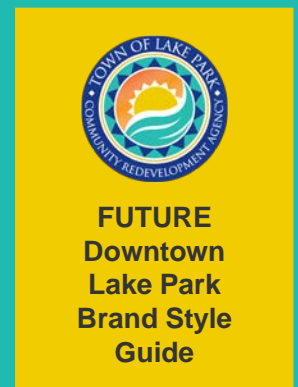
CRA Strategic Marketing Plan

Priority Recommendations and Activities	Timeline	Estimated Budget (Best-Case)	Actual Budget (Best-Case)	Department Responsible	Notes
1. Establish the Brand/Identity of Downtown and the DPA					
2. Brand Research and Development					
3. Brand Implementation and Activation					
4. Brand Maintenance and Monitoring					
5. Brand Evaluation and Reporting					

Dissemination of Information / Marketing & Communications Implementation Matrix



Stakeholder Preference Survey



Future Brand Guide

COLLATERAL DEVELOPED: ACTIVATION & DISSEMINATION OF INFORMATION

Holiday Lights and Holiday Bouquets collateral activated Downtown Park Avenue and supported business participation. Rust Market leveraged to disseminate information.

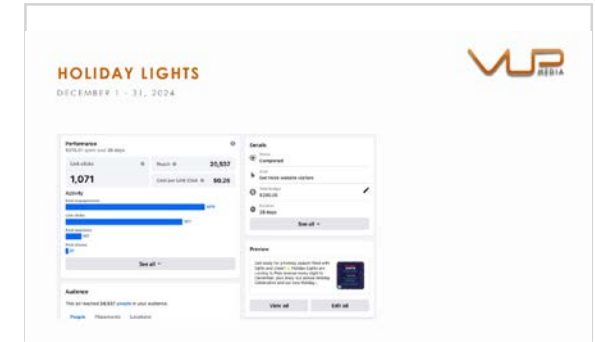
36 x 96 Holiday Lights Banner



Rust Market Activations & Participation



Digital Ad / Social Media Report



11 x 17 Holiday Bouquets Poster



Rack Card Front



Rack Card Back



Holiday Bouquets Route Map



Facebook Performance Snapshot



Implementation Support Event activations, digital ads, social posts, epi print materials, QR codes, and participating business signage worked together as a downtown activation package

Strategic Marketing Plan Goals – Tied to CRA Master Plan Goals

01

Establish the Brands/Identities of Downtown Lake Park and the CRA

02

Increase Business & Community Engagement

03

Attract Private Investment & Recruit Target Industry Business

04

Attract New Consumer Base

Why this matters

- A distinct Downtown identity supports business recruitment, visitor attraction, resident pride, and consistent communications.
- The logo and brand promise are the foundation for signage, banners, social media, event promotion, and investment marketing.

BACKGROUND / HISTORY OF PROJECT WORK TO GUIDE BRAND DEVELOPMENT

Research, stakeholder input, and early implementation shaped the Downtown brand direction.

Foundational Work

- CRA Master Plan: economic development, placemaking, infrastructure, transportation, and redevelopment support.
- Business survey and stakeholder discussions identified an artistic/cultural vision, events as opportunity, capitalize on history, develop wayfinding.
- Strategic Marketing Plan identified branding as a first implementation action.
- Implementation matrix prioritized the Downtown logo, brand standards, launch event, collateral, pole banners, and templates.

Emerging Brand Direction / Words

Charming / Authentic

Vintage / Historic

Walkable / Local

Peaceful / Tranquil

Welcoming / Inviting

Investment Ready / Growing

Arts + Culture

Creative Energy

Off the Beaten Path

Open for Business / Opportunity



Visual tone: authentic urban charm + creative pulse + community pride

Campaign platform for build-out: **Create. Connect. Cultivate.** | Vintage Soul. Modern Beat

Brand Promise Option 1

Downtown Lake Park promises an authentic experience where creativity, community, and connection thrive. We bring together art, culture, and vintage small-town warmth to offer a vibrant destination that celebrates local spirit and invites everyone to feel at home.

Brand Promise Option 2

Downtown Lake Park promises a place where authentic character meets creative energy. Anchored in vintage charm and a proud artistic spirit, our downtown invites makers, dreamers, and doers to connect, create, cultivate opportunity, and thrive. We celebrate our originality and offer a walkable urban district alive with art, music, local flavor, and a welcoming sense of belonging.

MARKETING PLAN + IMPLEMENTATION ACTIONS

Next implementation should convert the selected identity into a consistent system used across all communications.

Brand System	Business + Investment	Visitor + Events	Digital + Measurement
<ul style="list-style-type: none">• Finalize logo in color• Create brand standards guide• Build co-branded templates• Launch brand event	<ul style="list-style-type: none">• Update CRA collateral• Promote incentives• Available spaces campaign• Broker/developer outreach	<ul style="list-style-type: none">• Create visitor packages• Activate events with businesses• Tourism partnerships• Downtown ambassador concept	<ul style="list-style-type: none">• Social media calendar• E-newsletter / CRA Corner• Paid ads + PR• Quarterly analytics review

Campaign platform for build-out: Create. Connect. Cultivate. | Vintage Soul. Modern Beat.

DECISION ITEM: SELECT TWO LOGO FINALISTS

Board direction: select two of the three Downtown Lake Park logo concepts to be built out and taken to downtown stakeholders for final preference.

Option A



Select as finalist

Option B



Select as finalist

Option C



Select as finalist

After Board selection: the two finalists will be built-out and presented to stakeholders to choose one preferred logo.

Colors will be Complimentary to Town/CRA logos

