Exhibit E

New CRA Incentives

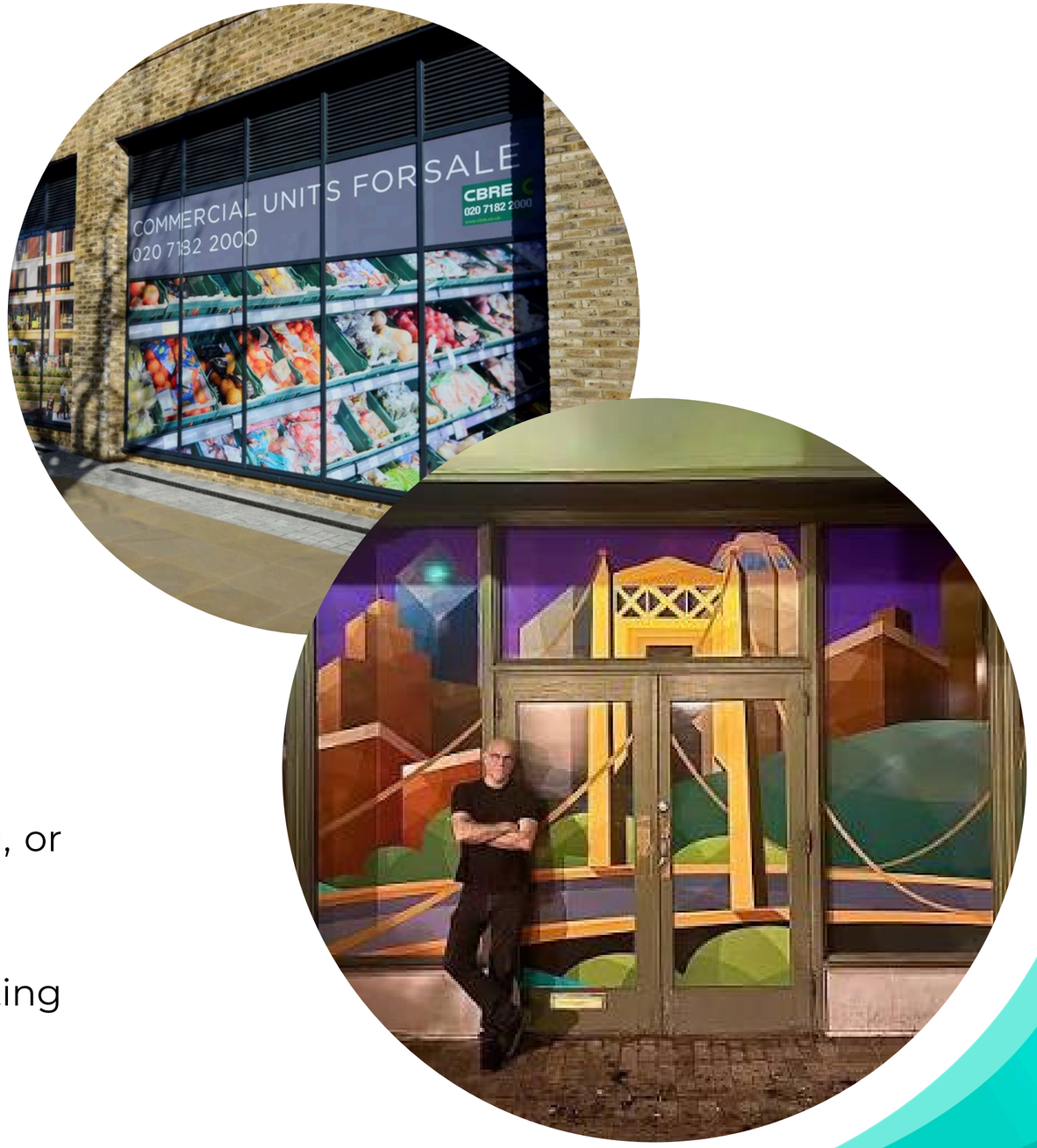
Vacant Storefront Window Wrap Program

Turning Vacant Windows Into Opportunities

Improve vacant commercial properties while promoting available spaces and strengthening Downtown Lake Park's visual character.

- Up to 100% reimbursement of eligible costs
- Professional design, production, and installation
- Awards ranging from $500–$3,500 for installation
- Can feature art, historic imagery, Downtown branding, or "Available for Lease" messaging

Goal: Reduce the appearance of vacancy while supporting business recruitment and redevelopment.



Clean & Safe Economic Activation Initiative

Removing Barriers to Economic Activation

Provides targeted support for activities that generate economic activity within the CRA District.

Eligible assistance may include:

- Traffic control & road closure support
- Portable restrooms
- Janitorial services
- Security
- Temporary lighting
- CRA promotional support

Goal: Make it easier to activate Downtown while supporting a clean, safe, and welcoming environment.



Kelsey City Kash

Driving Customers to Local Businesses

A promotional voucher program designed to encourage residents, visitors, and event attendees to shop, dine, and spend locally.

- Promotional offers through participating CRA businesses
- Up to $1,500 reimbursement per campaign
- Can be coordinated with Town events and community activities
- Tracks participation, redemptions, and economic impact

Goal: Turn events and promotions into direct economic activity for local businesses.





How the Programs Support the CRA Plan



- **Supports Small Businesses & Entrepreneurship** – Provides targeted assistance that helps existing businesses grow and succeed.
- **Increases Customer Traffic & Local Spending** – Encourages residents and visitors to patronize businesses throughout the CRA District.
- **Expands Marketing & Promotion** – Builds awareness of Lake Park businesses, Downtown Lake Park, and the CRA District.
- **Encourages Business Recruitment & Private Investment** – Creates a more attractive and supportive environment for new businesses, tenants, and investment.
- **Enhances Placemaking & Commercial Vitality** – Activates storefronts, businesses, events, and public spaces to create a more vibrant and welcoming destination.
- **Strengthens Downtown Lake Park as a Destination** – Collectively supports the Master Plan's vision for a thriving retail, restaurant, cultural, and business environment for residents and visitors.

Revitalizing Today. Inspiring Tomorrow.

QUESTIONS?